**APPROVED**

| Awards |
|---|
| Bachelor of Arts (Honours) |

| Programme Code: | BN_BDMKT_8 | Mode of Delivery: | Full Time | No. of Semesters: | 8 |
|---|---|---|---|---|---|

| NFQ Level: | 8 |
|---|---|

| Programme Credits: | 240 |
|---|---|

| Institute Code: | TU920 |
|---|---|

| Department: | Business |
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| Programme Extra Information: | (Pre TU Dublin Code - BN119) |
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# Programme Outcomes
On successful completion of this programme the learner will be able to :

| PO1 | | Knowledge - Breadth |
|---|---|---|
| | (a) | Express sophisticated understanding of the theory concepts and methods pertaining to traditional and digital marketing with particular respect to the breath of the consumer journey, the capacity for seamless integration of that journey on and off-line, the scope of opportunity presented by the digital environment for marketers, and the ability to anticipate future trends. |
| | (b) | Integrate traditional and digital marketing concepts of how to access consumers in their environment and communicate with them appropriately using the relevant platforms, and, using consumer insights, generate relevant and meaningful conversation |
| | (c) | Seamlessly integrate traditional and digital marketing techniques and practice to reflect the consumer reality, identify, attract and engage with the consumer and discover and harness consumer insights to forge relationships between the brand and the customer. |
| | (d) | Interpret consumer behaviour, translate into meaningful insights, anticipate and predict consumer responses. |
| PO2 | | Knowledge - Kind |
| | (a) | Integrate traditional and digital marketing concepts of how to access consumers in their environment and communicate with them appropriately using the relevant platforms, and, using consumer insights, generate relevant and meaningful conversation |
| | (b) | Seamlessly integrate traditional and digital marketing techniques and practice to reflect the consumer reality, identify, attract and engage with the consumer and discover and harness consumer insights to forge relationships between the brand and the customer. |
| | (c) | Interpret consumer behaviour, translate into meaningful insights, anticipate and predict consumer responses. |
| PO3 | | Skill - Range |
| | (a) | Seamlessly integrate traditional and digital marketing techniques and practice to reflect the consumer reality, identify, attract and engage with the consumer and discover and harness consumer insights to forge relationships between the brand and the customer. |
| | (b) | Interpret consumer behaviour, translate into meaningful insights, anticipate and predict consumer responses |
| | (c) | Recommend the appropriate marketing tools, techniques and technology, and evaluate their ability to achieve the required business outcomes |
| PO4 | | Skill - Selectivity |
| | (a) | Develop and devise marketing plans, including suitable objectives, and implement, monitor and evaluate their effectiveness. |
| | (b) | Recommend the appropriate marketing tools, techniques and technology, and evaluate their ability to achieve the required business outcomes |
| PO5 | | Competence - Context |
| | | |

|  |  |  |
|---|---|---|
|  | (a) | Seamlessly integrate traditional and digital marketing techniques and practice to reflect the consumer reality, identify, attract and engage with the consumer and discover and harness consumer insights to forge relationships between the brand and the customer. |
|  | (b) | Interpret consumer behaviour, translate into meaningful insights, anticipate and predict consumer responses |
|  | (c) | Solve typical marketing issues while working within teams, deal with multiple personalities, short deadlines, cope with change and achieve multiple deliverables. |
|  | (d) | Recommend the appropriate marketing tools, techniques and technology, and evaluate their ability to achieve the required business outcomes |
| PO6 | Competence - Role | |
|  | (a) | Work effectively as an individual, develop a growth mind-set and the capacity to undertake life-long learning. |
|  | (b) | Solve typical marketing issues while working within teams, deal with multiple personalities, short deadlines, cope with change and achieve multiple deliverables. |
| PO7 | Competence - Learning to Learn | |
|  | (a) | Work effectively as an individual, development a growth mind-set and the capacity to undertake life-long learning |
|  | (b) | Solve typical marketing issues while working within teams, deal with multiple personalities, short deadlines, cope with change and achieve multiple deliverables. |
| PO8 | Competence - Insight | |
|  | (a) | Seamlessly integrate traditional and digital marketing techniques and practice to reflect the consumer reality, identify, attract and engage with the consumer and discover and harness consumer insights to forge relationships between the brand and the customer. |
|  | (b) | Work effectively as an individual, development a growth mind-set and the capacity to undertake life-long learning |
|  | (c) | Solve typical marketing issues while working within teams, deal with multiple personalities, short deadlines, cope with change and achieve multiple deliverables. |
|  | (d) | Recommend appropriate marketing tools, techniques and technology, and evaluate their ability to achieve the required business outcomes. |

# Semester Schedules

Stage 1 / Semester 1

| Mandatory | |
|---|---|
| **Module Code** | **Module Title** |
| DMKT H1011 | Introduction to Digital Marketing |
| DMKT H1012 | Fundamentals of Marketing 1 |
| DMKT H1013 | Modern Management |
| DMKT H1017 | Digital Media for Marketing ( Part 1 of 2 ) |
| BSST H1043 | Skills for Success in Higher Education |

## Stage 1 / Semester 2

| Mandatory | |
|---|---|
| **Module Code** | **Module Title** |
| BSIT H1023 | Exploring Web Design |
| DMKT H1014 | Social Media for Business |
| DMKT H1016 | Fundamentals of Marketing 2 |
| DMKT H1018 | Introduction to Writing for Marketing |
| DMKT H1017 | Digital Media for Marketing ( Part 2 of 2 ) |

| Elective | |
|---|---|
| **Module Code** | **Module Title** |
| BSST H1028 | Applied Media Studies in Business |
| DMED H1026 | Universal Design |
| DMKT H1015 | Marketing Information Management |
| BSIT H1025 | Skills for Problem Solving |
| DMED H1012 | Personal Development |
| DMKT H1019 | Digital Enterprise |

## Stage 2 / Semester 1

| Mandatory | |
|---|---|
| **Module Code** | **Module Title** |
| DMKT H2014 | Web Authoring |
| DMKT H2012 | Statistics for Marketing Purposes |
| DMKT H2015 | Law & the Regulatory Environment |
| DMKT H2020 | Digital Technologies |
| DMKT H2019 | Advertising & Communications |

| Elective | |
|---|---|
| **Module Code** | **Module Title** |
| BSST H2012 | Human Resource Management 1 |
| DMED H2029 | Visual Design Fundamentals |

## Stage 2 / Semester 2

| Mandatory | |
|---|---|
| **Module Code** | **Module Title** |
| DMKT H2022 | Financial Planning |
| DMKT H2018 | Public Relations |
| DMKT H2017 | Online Advertising |
| DMKT H2021 | Databases for Marketing |
| DMKT H2013 | Consumer Behaviour |

| Elective | |
|---|---|
| **Module Code** | **Module Title** |
| BSST H2043 | Sustainable Business Practice |
| APSS H2024 | Social Psychology |

## Stage 3 / Semester 1

| Mandatory | |
|---|---|
| **Module Code** | **Module Title** |
| DMKT H3011 | Placement |
| DMKT H3012 | Multichannel Services Marketing Management |
| DMKT H3013 | Brand Management |

| Elective | |
|---|---|
| **Module Code** | **Module Title** |
| DMKT H3019 | Professional Project |
| BSST H3015 | Global Business Environment |
| BSST H3039 | Creativity, Innovation & Entrepreneurship |

## Stage 3 / Semester 2

| Mandatory | |
|---|---|
| **Module Code** | **Module Title** |
| DMKT H3014 | Market Research: Quantitative Methods |
| DMKT H3015 | Market Research: Qualitative Methods |
| DMKT H3016 | Marketing Management |
| DMKT H3017 | Effective Writing for Marketing |
| DMKT H3018 | Online Selling & Sales Management |

| Elective | |
|---|---|
| **Module Code** | **Module Title** |
| BSST H3025 | Enterprise Development |
| BSIT H3020 | Electronic Business |

## Stage 4 / Semester 1

| Mandatory | |
| --- | --- |
| **Module Code** | **Module Title** |
| BSIT H4023 | Business Intelligence |
| DMKT H4011 | Market Dynamics: Assessment & Analysis |
| DMKT H4012 | Marketing Strategy 1 |
| DMKT H4019 | Marketing, Ethics & Society |
| DMKT H4021 | Strategic Marketing Technologies |

| Elective | |
| --- | --- |
| **Module Code** | **Module Title** |
| BSST H4014 | Project Management |
| BSST H4011 | Strategic Management 1 |
| INTB H4030 | International Selling and Sales |
| INTB H4031 | Cross Cultural Management |
| DMKT H4014 | Marketing Consultancy Project - Phase 1 |

## Stage 4 / Semester 2

| Mandatory | |
| --- | --- |
| **Module Code** | **Module Title** |
| DMKT H4015 | Data Mining |
| DMKT H4016 | Consumer Journey Mapping and Service Design |
| DMKT H4017 | Marketing Strategy 2 |
| DMKT H4020 | Information for Decision Making |

| Elective | |
| --- | --- |
| **Module Code** | **Module Title** |
| BSST H4026 | Global Marketing |
| BSST H4025 | Supply Chain Management |
| BSST H4021 | Strategic Management 2 |
| ACFN H4023 | Business Strategy |
| DMKT H4018 | Marketing Consultancy Project: Phase 2 |