

BACHELOR OF SCIENCE IN DATA ANALYTICS WITH DIGITAL MARKETING

TA_BDAMKT_D

(NFQ LEVEL 7)

Who is this course for?

Digital marketing and Data Analytics are critical skills to have in the current business market as employers are realising the true potential of the data they have been collecting but not truly understanding. The course would particularly suit anyone who has already worked in an information technology role/marketing and who now needs to update or up skill in order to access current job opportunities

Course Timetable

The course runs 2 evening a week

Entry Requirements

This is an advanced entry course for students with L6 or L7 other (market research, business and functional managers) who require upskilling to develop an understanding of the value and potential of Data Analytics.

Previous knowledge of IT systems administration and networking is essential.

Applicants require a Level 6 or equivalent in computing or a cognate discipline.

Who can apply?

This course is open to all eligible students *and*

This course is open to Unemployed and Employed Springboard applicants.

Course Summary

The aim of this programme is to provide students with a range of skills to enable them have an understanding of the value and potential for the exploitation of data analytics including mining, analysis, interpretation, Python scripting and utilisation of data including Big Data. This is set in the context of Digital marketing where students will learn social media skills, digital marketing communications and customer experience management. The programme will equip graduates with the requisite skills for studying a third level, and operate in areas such as Data Protection, Governance and IP knowledge, Marketing, Enterprise Data Management, Business Intelligence, Business Strategy and Data Analytics.

Career Opportunities

Graduates from this course have gone on to pursue roles as data scientists, analytics manager, digital account managers, data analysts, support analyst and marketing consultant with such companies as ASIS Digital Marketing, Meteor, Energy Communications and Google

Course Information

Semester 1

- Web Design & Development
- Data Analysis
- Database
- Applied Global Digital Marketing
- Interactive Marketing
- Information Management for Businesses

Semester 2

May 2018

- Data Visualisation
- Data Analysis/ Digital Marketing Project
- Data Warehouse & B. I. Tools.
- Scripting
- Business Analysis & Reporting

How to Apply

Students apply directly to IT Tallaght

Please apply through www.it-tallaght.ie

Total cost of course (60 credits) is

€3050

Please Note

You will be required to pay a €100 application fee with your application. If you are not offered a place on the course your application fee will be refunded. If you are offered a place on the course your fee will be put towards your full course fees. If you do not accept the offered place you will forfeit the application fee.

**The balance of fees due are as follows:
On acceptance of place - €550**

Payment of half your course fees due by 31 October 2018.

Payment of full fees due by 31 January 2019.

KEY DATES

INDUCTION	1 st /8 th September 2018
CLASSES BEGIN	Mid-September 2018
CLASSES FINISH	End April 2019
EXAMS	January and May 2019
RESULTS	June 2019

Head Start Maths and Head Start Academic English:

- 11th August – 8th September 2018

For further information - course specific enquiries

Please Contact: mad@it-tallaght.ie or barry.feeney@it-tallaght.ie

For queries on the application process

Please contact LLL@it-tallaght.ie or phone the Lifelong Learning Team @ 01-4042101



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