

## BACHELOR OF ARTS IN DIGITAL MARKETING (NFQ LEVEL 7)

### CODE: TA\_BMKDM\_D

3 years part time with 60 credits per year

#### Who is this course for?

A brand new, employment-focussed degree, particularly relevant to the needs of Ireland's fast-expanding technology sector, where ICT employers are growing their business operations. Short course/special purpose awards in digital skills will also launch in the next semester.

The Department plans to continue to develop its links with this sector, as well as Irish and global business enterprise to create industry-ready, career-focussed graduates that are highly-skilled in the needs of the modern digital enterprise.

#### Entry Requirements

Under 23 applicants must have ordinary level Grade 06 or better in five subjects. The subject list must include either English or Irish.

Ordinary level Mathematics Grade 06 or better is also a requirement to apply for year one of this course.

If a Mature student (over 23 years) you may be exempted from this requirement and are eligible to apply. All applicants must have competence in spoken and written English.

#### Course Timetable

The course runs 3 evenings a week (6-10pm) over 2 semesters per year

#### Who can apply

This course is open to all eligible students

#### Course Summary

- ✓ The Brand new for this year, responding to current skills needs of Dublin and global tech sector.
- ✓ Close links with technology hubs and Digital Docklands.
- ✓ Developing core Marketing and Applied Digital Skills.
- ✓ Hybrid of digital/IT skills with international marketing and communications.
- ✓ Social Media. Data Analytics. IT. Design. Business.
- ✓ International core pillar throughout course.
- ✓ Applied education and practical skills development - Work placement or major industry project.
- ✓ Core module – Marketing Technology Landscape – to prepare graduates for changing trends in digital transformation of all organisations.

**Over 3 years you will study:**

Digital Marketing	Marketing Channel Management
Culture and Identity	Language
Marketing Technology Landscape	Web/App Design and Optimisation
Database	Statistics
Data Analytics & Visualisation	Sales Management
Trends in Cultures & Societies	Marketing & Business Development
Social Media & Global PR	Data Warehousing and Business Intelligence
Marketing Law	Marketing Communications
Behavioural Economics...	Industry Marketing and Advertising
International Marketing Applications	IT, Apps and Social Media
Behavioural Studies	Business IT & Data Analysis
PR & Media Relations	Graphic Design
Project Management	Applied Industry Project/Placement
Applied Global Digital Marketing	Principles of Management
Consumer Behaviour	

### How to Apply

May 2018

### Students apply directly to IT Tallaght

Please apply through [www.it-tallaght.ie](http://www.it-tallaght.ie)

Total cost of course (180 credits) is

Year 1	€1650
Year 2	€1650
Year 3	€2300

### 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.**

### Career Opportunities

- Social Media
- Content Creators and Designers
- Community Managers
- Digital Marketers
- Advertising and Communications

### KEY DATES

INDUCTION	1 <sup>st</sup> /8 <sup>th</sup> 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:**

- 26<sup>th</sup> May – 30<sup>th</sup> June 2018 &
- 11<sup>th</sup> August – 8<sup>th</sup> September 2018

### For further information – course specific

Please Contact: [mad@it-tallaght.ie](mailto:mad@it-tallaght.ie)

### For queries on the application process

Please contact [LLL@it-tallaght.ie](mailto:LLL@it-tallaght.ie) or phone the Lifelong Learning Team @ 01-4042101