

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-focused 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.

Career Opportunities

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

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(NFQ LEVEL 7)

August 2018

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 | |

Please Note

You will be required to pay a €100 application fee with your application. If you are offered a place on the course your fee will be put towards your full course fees. The application fee is only refundable if the course does not run.

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

For further information – course specific

Please Contact: mad@it-tallaght.ie

For queries on the application process

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

How to Apply

Students apply directly to IT Tallaght

Please apply through www.it-tallaght.ie

Total cost of course (180 credits) is

| | |
|--------|-------|
| Year 1 | €1650 |
| Year 2 | €1650 |
| Year 3 | €2300 |

KEY DATES

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|----------------|---|
| INDUCTION | 4 th /5 th September 2018 |
| CLASSES BEGIN | Mid-September 2018 |
| CLASSES FINISH | End April 2019 |
| EXAMS | January and May 2019 |
| RESULTS | June 2019 |



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