



Bachelor of Arts (Hons) in Marketing

KEY INFORMATION

Course Type:	Undergraduate Full-Time
Delivery:	In-Class
NFQ:	Level 8
Accredited:	QQI
Duration:	3 Years



QQI

Quality and Qualifications Ireland
Dearbhú Cáilíochta agus Cáilíochtaí Éireann



**Independent
College**

COURSE OVERVIEW

The BA (Honours) in Marketing prepares students for a career as a marketing professional. The programme will provide students with a solid foundation in the principles of integrated marketing concepts and strategies. A comprehensive education in digital and analytical skills will equip the students with the ability to develop strategic marketing plans and situational audits for organisations.

The marketplace is constantly evolving, and students will be taught the skills necessary to employ a methodical and critical approach to business challenges. They will be able to strategise the correct marketing mix that will influence competitive advantage or defend against threats.

ACCREDITATION:

This is a three-year honours degree programme that is QQI accredited. Students will graduate with an internationally recognised Bachelor of Arts (Honours) in Marketing.

ENTRY REQUIREMENTS:

Students are required to achieve a minimum of Grade H5 at higher level in two subjects and four O6s in ordinary level subjects (including Mathematics and a language) in the Leaving Certificate.

Mature applicants are welcome and do not need to meet these requirements, but must submit an updated CV with their application. If English is not your first language, you must provide evidence that you will be able to study at degree level English. You will be required to show that your use of English is equivalent to IELTS 6.0. If you do not hold the required English language certificate, you will be required to sit our free English speaking and writing test online with Independent College as a part of your application process.

COURSE STRUCTURE:

Each year is broken into two semesters. There are six semesters to be completed over a three-year period.

YEAR ONE

Semester 1

- Information Systems in Business
- Introduction to Financial Accounting
- Introduction to Marketing Perspectives
- Global Organisations & HRM
- Introduction to Economics
- Learning to Learn

YEAR TWO

Semester 3

- Consumer Behaviour
- Global Marketing
- Introduction to Digital Concepts
- Introduction to E-Commerce & E-Business
- Management
- Employability & Enterprise Skills

YEAR THREE

Semester 5

- Applied Project 1
- Strategic Management
- Marketing Contexts
- Services Marketing
- Innovative Marketing
- Brand Management

Semester 2

- Introduction to Statistics & Data Analytics
- Financial Accounting
- Marketing Tools & Analysis
- Organisational Behaviour
- Leadership & Management
- Legal Issues in Business

Semester 4

- Managerial & Decision Economics
- Management in Practice
- Legal Issues in Marketing
- Marketing Data Analysis
- Marketing Communications & CRM
- Sales, Advertising & PR

Semester 6

- Applied Project 2
- Strategic Management in Practice
- Marketing Channel Management – Etail, Retail
- Implementation of Digital Strategies
- Entrepreneurship
- Leadership Ethics and Corporate Social Governance

COURSE FEES:

The annual tuition fee for applicants legally residing in Ireland or holding a European Union passport is €4,900.

The annual tuition fee for Non-EU/EEA applicants is €6,800 (for the first year only).

EMPLOYMENT OPPORTUNITIES:

- Small Medium Enterprises
- The Public Sector
- Digital Marketing Agencies
- Major Technical Marketing Hubs
- Advertising agencies

Previous Graduates are Employed in:

- State Street
- Oracle
- Air BnB
- Google
- PWC Group
- Procter & Gamble

HOW TO APPLY:

independentcollege.ie/courses/

Independent College, The Steelworks, Foley Street, Dublin 1, Ireland, D01 X997

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