

Bachelor of Arts (Honours) in Marketing

Part-Time Degree Timetable 2023-2024

Day	Time	Year 1 €2,640	Year 2 €3,040	Year 3 €3,310	Year 4 €3,850
Monday	6.15 - 7.45		Maths and Stats for Business (€590) L6 – B6AF104		
	8.00 - 9.30		IT Essentials (Sem1) (€590) L6 – B6IS117 Advanced Economic Perspectives (Sem 2) (€360) L7 – B7AF111		
Tuesday	6.15 - 7.45			Digital Marketing Planning & Management (E) – B7MK116 Cloud Computing for Business & Marketing (E) – B7MK120 Event Planning (E) – B7MK122 (€700) L7	
	8.00 - 9.30			The Events Environment (E) – B7MK117 Web Design and Client-Side Development (E) – B7IS107 (€700) L7	
Wednesday	6.15 - 7.45	Economic Perspectives (€590) L6 – B6AF112	Marketing Communications (€700) L7 – B7MK121		Strategic Marketing (€750) L8 – B8MN101
	8.00 - 9.30	Business Context and Organisation (€590) L6 – B6BU100	Marketing Research (€700) L7 – B7MK118		Cloud Technology for Marketing (E) – B8IS114* Event Marketing (E) – B8MK108 Web Marketing Design & Development (E) – B8IS116 (€750) L8
Thursday	6.15 - 7.45	Marketing Essentials (€590) L6 – B6MK117		Selling & Sales Management (€700) L7 – B7MK100	Services Marketing (€750) L8 – B8MK105
	8.00 - 9.30	Learning to Learn (Sem 1) (€300) L6 – B6LL100 Digital Content Creation (Sem2) (€300) L6 – B6IS115		Consumer Behaviour (€750) L8 – B8MK107	Event Operations and Crowd Management (E) – B8MK103* International Marketing (E) – B8MK106* Creativity, Innovation and Entrepreneurship (E) – B8MK101 (€750) L8

Friday	6:15 - 9.30		IT Essentials (Sem2) L6 – B6IS117	Digital Marketing Concepts (Sem 1) (€360) L7 – B7MK119	Capstone – classes tbc + supervision (€750) L8 – B8AF107

Semester 1 = September to December - Semester 2 = January to April

NOTES

1. **NB: Students that have not completed level 6 modules cannot (under any circumstances) commence any level 8 modules.**
2. Students who feel they have undertaken too many modules can avail of the de-registration process by contacting their Programme Co-ordinator within the first two weeks of term.
3. Some modules at levels 2 and 3 have prerequisite modules. Any prerequisite module must be completed before taking the linked module at the next level.