

Bachelor of Arts (Honours) in Marketing (Digital Media & Cloud Computing)

Part-Time Degree Timetable 2022-2023

*DBS anticipates that for the coming academic year, 2022/2023, all part-time learning may be delivered on a hybrid basis. This means you will have some face-to-face classroom delivery and some delivery online. All teaching, whether face to face or online, is considered equal.

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			Cloud Computing for Business & Marketing (€700) L7 – B7MK120	
	8.00 - 9.30			Web Design and Client-Side Development (€700) L7 – B7IS107	
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 (€750) L8 – B8IS114
Thursday	6.15 - 7.45	Marketing Essentials (€590) L6 – B6MK117		Selling and Sales Management (€700) L7 – B7MK100	Services Marketing (€750) L8 – B8MK105
	8.00 - 9.30	Learning to Learn (Sem1) (€300) L6 – B6LL100 Digital Content Creation (Sem2) (€300) L6 – B6IS115		Consumer Behaviour (€750) L8 – B8MK107	CIE (€750) L8 – B8MK101
Friday	6:15 - 9.30		IT Essentials (Sem2) L6 – B6IS117	Digital Marketing Concepts (Sem1) (€360) L7 – B7MK119	Capstone – classes tbc + supervision (€750) L8 – B8AF107

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

NOTES

- NB: Students that have not completed level 6 modules cannot (under any circumstances) commence any level 8 modules.**
- 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.
- 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.

