

**Bachelor of Arts (Honours) in Marketing (Digital Media)
Part-Time Degree Timetable 2023-2024**

*DBS anticipates that for the coming academic year, 2023/2024, 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 (Sem 1) (€590) L6 – B6IS117 Advanced Economic Perspectives (Sem 2) (€360) L7 – B7AF111		
Tuesday	6.15 - 7.45			Digital Marketing Planning & Management (€700) L7 – B7MK116	
	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		Web Marketing Design & Development (€750) L8 – B8IS116
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 (Sem 1) (€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 (Sem 2) L6 – B6IS117	Digital Marketing Concepts (€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.

Version 1.0: Dublin Business School reserves the right to alter or withdraw any of the modules described in this document. Whilst every effort has been made to ensure the information contained in this document is correct, the college is not liable for any errors or omissions