

BA (Honours) in MARKETING PRACTICE

Duration:

Three Years
Full-Time

CAO Points 2019:

270

NFQ Level:

Level 8



CAO Code
NC020

About the Course

Have you ever looked at the latest big brand advertising campaign and thought: I could do better than that? Marketing is central to our everyday lives as organisations compete for attention with TV ads, sporting sponsorships, social media campaigns and more. NCI's BA (Honours) in Marketing Practice will allow you to understand these campaigns and the strategies behind them and give you the skills to work in this fast-paced area.

Our honours marketing degree is unique in that you will be offered hands-on experience. You will learn about the latest thinking and techniques, but will also work on real, live industry projects (where feasible), planning, implementing and adapting current campaigns under the supervision of expert lecturers and marketing professionals. You will present your ideas to industry personnel from a range of Irish companies and not-for-profit organisations who work with us to make your degree as practical as possible.

This degree will cover all the core marketing subjects such as brand management, consumer behaviour, digital marketing and entrepreneurship. In the second year, you will have the option to shape your degree and specialise in the discipline of your choice by selecting marketing, digital marketing or entrepreneurship electives.

The final year concludes with an exciting capstone project where you will work extensively with a carefully selected organisation on a live campaign (where feasible). This will allow you to apply the marketing expertise built up over the three years of your course. You will work as consultants in teams to develop marketing initiatives which will be examined by supervising lecturers and industry peers.

As a graduate of this course you will:

- Understand how modern marketing operates and how the various disciplines of marketing work together in Ireland and internationally.
- Learn how to analyse marketing problems in tough business environments and generate practical solutions.
- Benefit from a broad range of employment opportunities in areas such as marketing, entrepreneurship, digital marketing and advertising.

Course Structure and Award

This undergraduate course is a three-year honours degree. The course is run over six semesters with continuous assessment held throughout the course and examinations at the end of each semester.

In each year of the degree any student with an overall average of 70+ will win a Dean's Award.

On completion you will receive a QQI BA (Honours) Degree in Marketing Practice at level 8 on the National Framework of Qualifications.

Career Prospects

Opportunities exist to work in areas such as; brand management, digital marketing, market research, sales, product development and international marketing, within all industry sectors.

Further Study Options

Upon successful completion of the BA (Honours) in Marketing Practice, graduates who have acquired the appropriate entry requirements can progress to postgraduate business courses at level 9 on the National Framework of Qualifications such as: MSc in Marketing or Management at National College of Ireland or postgraduate programmes in other institutions.

Course Fees

This course qualifies under the Free Fees Initiative and Student Grant Scheme.

Who is the course for?

The course is ideal if you are interested in marketing, sales, communications or are thinking you might like to set up your own business. The course is for school leavers, mature students and graduates of QQI level 5/6 programmes who wish to embark on a course of full-time study.

Minimum Entry Requirements

Minimum entry requirements are a grade H5 and above in two higher level subjects together with a minimum of O6/H7 in four other subjects. A minimum of grade O6/H7 must be obtained in English. A grade O6/H7 must be obtained in Mathematics. Mature applicants, applicants with a disability or those applying through the DARE or HEAR access schemes should consult pages 66 and 67.



"I like the amount of live projects you get to work on throughout the course because they are real companies."

Layla Walsh
BA Hons in
Marketing Practice



A Guide to **COURSE CONTENT**

You will learn about the latest thinking and techniques, and will also work on real, live industry projects (where feasible), planning, implementing and adapting current campaigns under the supervision of expert lecturers and marketing professionals.

Year 1

Semester 1

- Fundamentals of Marketing
- Economic and Market Practice
- Brand Management
- Management and the Organisation

Semester 2

- Emerging Technologies for Business
- Entrepreneurship
- Financial Analysis and Reporting
- Innovation and Creativity in Business

Opportunities exist to work in areas such as: **brand management, digital marketing, market research, sales, product development** and **international marketing**, within all industry sectors.

Year 2

Semester 1

- Consumer Behaviour
- Market Research
- Business Intelligence and Statistics

Semester 2

- Digital Marketing
- Integrated Marketing Communications
- plus two electives

Semester two electives:*

- Advanced Financial Analysis
- Digital Technology for Business
- New Product Development
- Services Marketing Management

Year 3

Semester 1

- Marketing Law
- Marketing Strategy
- Project Management

Semester 2

- Distribution Channel Management
- Sales Management and Networking
- Capstone Project modules

Elective Modules*

Electives may include prerequisites, are subject to change, and availability is subject to class sizes.

Flexible Choices for High Achieving Students

In years two and three there are extra choices available for high achieving students (averaging 60% plus).

- Between year two and three – a year-long work placement
- In your final year - a capstone project in your chosen business specialism