



Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology

APPROVED

Awards

BBus

Programme Code: CR_BMKTG_7

Mode of Delivery: Full Time, Part Time, ACCS

No. of Semesters: 6

NFQ Level: 7

Embedded Award: No

Programme Credits: 60

programmeReviewDate: September 2021

Department: MARKETING & INTERNATIONAL BUSINESS

Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

PO1	Knowledge - Breadth
	(a) A deep knowledge of business theory, principles, processes and techniques and their implications for marketing in particular.
PO2	Knowledge - Kind
	(a) The competence to take a holistic view of business situations, interpret information, plan for the future and make decisions.
PO3	Skill - Range
	(a) A knowledge of the functions and techniques of marketing built upon a broad base of business disciplines, including management, accounting and information technology.
PO4	Skill - Selectivity
	(a) An ability to analyse business situations, identify solutions and opportunities, apply business theory and techniques to plan and direct the future of organisations.
PO5	Competence - Context
	(a) An understanding of appropriate theories and techniques applicable across a broad range of organisations in order to critically formulate and evaluate relevant options and solutions to business opportunities and problems with particular insight into marketing, sales and business development.
PO6	Competence - Role
	(a) The ability to contribute positively both autonomously and as a member of a team and to work ethically and professionally.
PO7	Competence - Learning to Learn
	(a) An ability to identify and address continuous learning requirements, keeping abreast of new developments in business and the wider economy, and being willing to embrace change and learn from new experiences.
PO8	Competence - Insight
	(a) The competence to participate in business activities, with a clear sense of purpose, in a confident, motivated and responsible manner,encouraging colleagues to succeed, while showing respect for others, the environment and the law.

Semester Schedules

Stage 3 / Semester 1

Mandatory	
Module Code	Module Title
MRKT7011	Professional Sales Practice
MRKT7013	Advertising and Promotion
MRKT7021	Digital Marketing Strategy
MRKT7009	Marketing Research Methods
MRKT6016	Digital Advertising
Elective	
Module Code	Module Title
MRKT7016	Event Management & Promotion
FREE6001	Free Choice Module
LANG8016	Working and Living in France
LANG6033	Working with Spanish
MGMT7008	Global Marketing Strategy
LANG7006	Working with German

Stage 3 / Semester 2

Group Elective 1	
Module Code	Module Title
PLAC7020	Industry Placement
Group Elective 2	
Module Code	Module Title
APEX8030	Approved External Study - 30 Credits
Group Elective 3	
Module Code	Module Title
MGMT8043	Seminar Series
MRKT7020	International Market Launch
MMED8023	Media Presentation
MGMT6044	Cultural Studies
MGMT7075	Emerging & New Markets