

APPROVED



Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology

Awards

MSc

Programme Code: CR_BDMAS_9

Mode of Delivery: Full Time, Part Time

No. of Semesters: 3

NFQ Level: 9

Embedded Award: No

Programme Credits: 90

programmeReviewDate: May 2019

Department: MARKETING & INTERNATIONAL BUSINESS

Programme Outcomes

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

PO1	Knowledge - Breadth
	(a) Demonstrate knowledge of on-line environments, marketing strategies, social media platforms, market research, CRM, marketing principles, web optimisation and on-line engagement, on-line sales, digital story-telling and planning.
PO2	Knowledge - Kind
	(a) Integrate, synthesise and assess varied and emerging content relating to the digital marketing environment and how this relates to traditional marketing principles, activities and strategies.
PO3	Skill - Range
	(a) Apply skills and tools relating to marketing and advertising in digital and non-digital environments.
PO4	Skill - Selectivity
	(a) Develop elaborate plans for assessing complex marketing challenges and utilise a spectrum of appropriate tools to form a marketing solution that reflects integrated and nuanced through leadership.
PO5	Competence - Context
	(a) Apply tools, techniques and strategies in the on-line environment for a variety of complex and multi-faceted business scenarios that complement traditional marketing approaches building upon undiagnosed or inchoate problems to identify solution implementations.
PO6	Competence - Role
	(a) Work with others to devise and develop cogent plans and marketing solutions whilst demonstrating effective personal initiative.
PO7	Competence - Learning to Learn
	(a) Demonstrate an enthusiasm for new technologies and platforms in which their learning can be applied and tested.
PO8	Competence - Insight
	(a) Effectively apply their skills and knowledge in an ethical and reflective manner.

Semester Schedules

Stage 1 / Semester 1

Mandatory	
Module Code	Module Title
MRKT8005	Digital Marketing Environment
MRKT8008	Strategy for Digital Marketing
MRKT8006	Social Media Advertising
MRKT8007	Website Optimisation & Analytics
MGMT9048	Professional Dev for Marketing
MRKT9023	Action Research Methods

Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
MRKT9026	Digital Strategy Development
MRKT9021	Digital Advertising & Analytics
MRKT9024	Integrated Strategy & Planning
MGMT9050	SEO & Analytics
Elective	
Module Code	Module Title
MGMT9049	Ecommerce & Goal-Driven Sites
MRKT9022	The Digital Consumer
MGMT9051	Lead Generation & Sales
MRKT9025	Digital Brand Development

Stage 1 / Semester 3

Mandatory	
Module Code	Module Title
MGMT9052	Applied Project Digital Mktng