

APPROVED

Programme Code	BAHMRP	Programme Duration	3		
Programme Level	3	EQF Level	6	EHEA Level	First Cycle
Programme Credits	180				
Semester Duration	1 Week(s)				
Language of Instruction	English				
Field of Study	0414 - Marketing and advertising				
Supplementary Field of Study	Marketing and advertising				
CAO Code; QQI Programme Code etc	Code				

Programme Outcomes

On successful completion of this programme the learner will be able to :

Description
Demonstrate applied knowledge of the theory and practice of marketing and its attendant fields in a cross-functional management/business context.
Proficiently appraise and select appropriate marketing theories and frameworks to contribute toward strategic decision making, as well as practice in relation to how those fields attribute towards and affect key business functions and situations.
Analyse current theories, models, and literature in various fields of marketing (including attendant disciplines of entrepreneurship, management, and law) and demonstrate a critical awareness of the appropriate context for applying this knowledge in a practical manner.
Demonstrate the analytical and practical skills necessary for providing solutions to contemporary marketing and management issues in an indigenous/international context.
Source and analyse data across all business functions, appreciate the relevance of such information and identify critical elements necessary for adding value to the organisation.
Demonstrate the analytical skills and decision-making ability necessary to contribute to the choice of strategic options at the management/ executive level and to troubleshoot effectively and offer solutions in dynamic settings.
Work effectively as part of a cross-functional team to problem solve complex and dynamic work-led problems and/or develop, defend, and present new marketing campaigns and strategies for both the multinational and SME sector.
Demonstrate competence in the management of functional elements of marketing practice: planning, analysis, resource allocation, regulation, implementation, and evaluation
As part of a team, evaluate marketing data, assess various sources and types of information, and synthesise relevant data and ideas to as evaluate and respond to marketing situations in appropriate and creative manners.
Demonstrate an appreciation of the ethical implications of marketing problems and solutions, including those impacting sustainability. This will be supported by programme learning and experience as well as a direction towards professional body affiliations, which collectively will inspire a highly attuned ethical outlook prescribed through codes, membership body regulations and legal and corporate governance parameters.
Internalise knowledge and skills learned through the programme and communicate informed views on the role of marketing in modern business and future developments and trends from a socially responsible and ethical perspective, taking into account such ethical concepts as sustainability
Demonstrate an awareness of how professional engagement should reflect social and community responsibilities
Exercise appropriate judgement in developing academic integrity and integrate this integrity into their personal and professional development.
Demonstrate an appreciation of the importance of identifying gaps in knowledge and show an ability to act on one's own initiative to address learning needs, thereby ensuring they can function effectively in different business contexts.
Demonstrate the drive and ability to learn independently as well as developing and maintaining close ties with industry bodies, and professional institutions and appreciate the need to keep abreast of new developments and practices in their discipline(s)
Develop an appreciation for the importance of providing and receiving feedback and reflect on the importance of ongoing learning and development in the field of marketing.

Semester Schedules

Stage 1 / Semester 1

Core Subject	
Module Code	Title
H6BRM	Brand Management
H6EMP	Economic & Market Practice
H6FM	Fundamentals of Marketing
H6MO	Management and the Organisation

Stage 1 / Semester 2

Core Subject	
Module Code	Title
H6ET	Emerging Technologies for Business
H6ETP	Entrepreneurship
H6IC	Innovation & Creativity
H9SMS	Sustainability, Marketing & Society

Stage 2 / Semester 1

Core Subject	
Module Code	Title
H7CB	Consumer Behaviour
H7DGM	Digital Marketing
H7IMC	Integrated Marketing Communications

Stage 2 / Semester 2

Core Subject	
Module Code	Title
H7BIS	Business Intelligence & Statistics
H7CMS	Career Management Skills
H7MR	Market Research
H7SMKM	Services Marketing Management
Group Elective 2	
Module Code	Title
H7DTB	Digital Technology for Business
H7FAR	Financial Analysis & Reporting

H7NPD	New Product Development
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H7SM	Sales Management
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Stage 3 / Semester 1

Core Subject	
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Module Code	Title
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H8ML	Marketing Law
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H8MS2	Marketing Strategy
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H8PMG	Project Management (BAHMRP)
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Stage 3 / Semester 2

Core Subject	
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Module Code	Title
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H8CP	Capstone Project
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H8DCM	Channel Management
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H8DMSMPR	Social Media Marketing & PR
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