APPROVED

Master of Science in Digital Marketing Strategy
Faculty of Business and Humanities

Award Class	
Awards	
MSc	

Programme Code	CR_BDMAS_9	Mode of Delivery	Full Time, Part Time, Fully Online	No. of Semesters	3
NFQ Level	9	**Embedded Award**	No	**Programme Credits**	90

Next Review Date	
No dates assigned	

Department	MARKETING & INTERNATIONAL BUSINESS

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

#	PO Domains	Programme Learning Outcome
PO1	Knowledge - Breadth	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	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	Apply skills and tools relating to marketing and advertising in digital and non-digital environments.
PO4	Skill - Selectivity	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	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	Work with others to devise and develop cogent plans and marketing solutions whilst demonstrating effective personal initiative.
PO7	Competence - Learning to Learn	Demonstrate an enthusiasm for new technologies and platforms in which their learning can be applied and tested.
PO8	Competence - Insight	Effectively apply their skills and knowledge in an ethical and reflective manner.

Semester Schedules
Year 1 / Semester 1

Mandatory				
Code	Title	Module Coordinator	Version	Credits
MRKT9023	**DMS Research Methods**	Katie Power	3	5
MRKT8005	**Digital Marketing Environment**	Katie Power	3	5
MRKT9030	**Integrated Marketing Strategy (Part 1 of 2)**	Katie Power	1	10
MGMT9048	**Professional Dev for Marketing**	Katie Power	2	5
MRKT8006	**Social Media Advertising**	Katie Power	3	5
MRKT8008	**Strategy for Digital Marketing**	Katie Power	3	5

Year 1 / Semester 2

Year 1 Semester 2 Elective Regulation

Students must complete 10 elective credits.

Mandatory				
Code	Title	Module Coordinator	Version	Credits
MRKT9030	**Integrated Marketing Strategy (Part 2 of 2)**	Katie Power	1	10
MRKT9021	**Digital Advertising& Analytics**	Katie Power	2	5
MGMT9050	**SEO & Analytics**	Katie Power	1	5
MRKT8007	**Website Optimisation&Analytics**	Katie Power	3	5

Elective				
Code	Title	Module Coordinator	Version	Credits
MRKT9025	**Digital Brand Development**	Katie Power	1	5
MGMT9049	**Ecommerce & Goal-Driven Sites**	Katie Power	2	5
MGMT9051	**Lead Generation & Sales**	Katie Power	1	5
MRKT9022	**The Digital Consumer**	Katie Power	1	5

Year 1 / Semester 3

Mandatory				
Code	Title	Module Coordinator	Version	Credits
MGMT9052	**Capstone Project Digital Mkt**	Katie Power	3	30