



# Bachelor of Arts (Hons) in Marketing

## KEY INFORMATION

<b>Course Type:</b>	Undergraduate Full-Time
<b>Delivery:</b>	In-Class
<b>NFQ:</b>	Level 8
<b>Accredited:</b>	QQI
<b>Duration:</b>	3 Years



**Independent  
College**

## COURSE OVERVIEW

The BA (Honours) in Marketing prepares students for a career as a marketing professional. The programme provides students with a solid foundation in the principles of integrated marketing concepts and strategies and a comprehensive education in digital and analytical skills students require to develop strategic marketing plans and situational audits for organisations.

The marketplace is constantly evolving, and students will be taught the skills necessary to employ a methodical and critical approach to business challenges. They will be able to strategise the correct marketing mix that will influence competitive advantage or defend against threats.

## ACCREDITATION:

This is a three-year honours degree programme that is QQI accredited. Students will graduate with an internationally recognised Bachelor of Arts (Honours) in Marketing.

## ENTRY REQUIREMENTS:

Students are required to achieve a minimum of Grade H5 at higher level in two subjects and four O6s in ordinary level subjects (including Mathematics and a language) in the Leaving Certificate. Find local market equivalent qualification levels from 160+ countries through the NARIC Foreign Qualifications Database on [qqi.ie](http://qqi.ie)

Mature applicants are welcome and do not need to meet these requirements, but must submit an updated CV with their application. If English is not your first language, you must provide evidence that you will be able to study at degree level English. You will be required to show that your use of English is equivalent to IELTS 6.0. If you do not hold the required English language certificate, you will be required to sit our free English speaking and writing test online with Independent College as a part of your application process.

## COURSE STRUCTURE:

Each year is broken into two semesters. There are six semesters to be completed over a three-year period.

### YEAR ONE

#### Semester 1

- Learning to Learn
- Information Systems in Business
- Business Ethics
- Introduction to Economics
- Introduction to Marketing Perspectives
- Introduction to Financial Accounting

#### Semester 2

- Organisational Behaviour
- Leadership & Management
- Introduction to Statistics & Data Analytics
- Legal Issues in Business
- Marketing Tools & Analysis
- Finance for Business 1

### YEAR TWO

#### Semester 3

- Digital Innovation in Business
- Digital Business Models: E-Commerce & E-Business
- Consumer Behaviour
- Employability & Enterprise Skills
- Introduction to Digital Concepts
- Global marketing

#### Semester 4

- Sales, Advertising & PR
- Legal Issues in Marketing
- Management in Practice
- Marketing Data Analysis
- Marketing Communications & CRM
- Managerial & Decision Economics

### YEAR THREE

#### Semester 5

- Research Skills
- Global Organisations & HRM
- Marketing in Practice
- Implementation of Digital Strategies
- Brand Management

#### Semester 6

- Applied Project
- Strategic Management in Practice
- Entrepreneurship
- Marketing Channel Management
- Services Marketing

## 2026 TUITION FEES:

Annual tuition fee for applicants legally residing in Ireland or holding a European Union passport is €5,600.

The annual tuition fee for non-EU/EEA applicants is €8,500 (for the first year only\*).

\*Note: Year 2 & 3 students are charged Ireland/EU rates @ €5,600.

## EMPLOYMENT OPPORTUNITIES:

- Multinational Sector
- Small Medium Enterprises
- The Public Sector
- Digital Marketing Agencies
- Major Technical Marketing Hubs
- Advertising agencies
- Consultancy & Professional Services

Previous Graduates are Employed in:

- State Street
- Oracle
- Air BnB
- Google
- PWC Group
- Procter & Gamble

## HOW TO APPLY:

[independentcollege.ie/courses/](http://independentcollege.ie/courses/)

Independent College, The Steelworks, Foley Street, Dublin 1, Ireland, D01 X997

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