

# BA (HONOURS) IN MARKETING PRACTICE

## Duration:

Three Years  
Full-Time  
(Four Years with  
work placement)

## CAO Code:

NC020

## CAO Points Guide:\*

250

## NFQ Level:

Level 8



\*For each course we have given a guideline based on our points over the past three years. This is a guide only, points vary each year.

## About the Course

NCI's BA (Honours) in Marketing Practice is a practical, hands-on degree that covers all the core marketing subjects such as brand management, consumer behaviour, digital marketing and entrepreneurship. The final year concludes with an exciting capstone project, where you will work in teams developing real live business plans and platforms, where you will be expected to source products, develop marketing, communications and branding strategies in order to bring your ideas potential marketisation.

High-achieving students (averaging 60% plus) may also be able to take advantage of an opportunity to engage in a year-long, accredited work placement between years two and three. This placement will be credit-bearing and comprises an extra year in the degree.

Graduates of this course understand how modern marketing operates and how the various disciplines of marketing work together in Ireland and internationally; know how to analyse marketing problems in tough business environments and generate practical solutions; and can develop significant potential for employment opportunities in areas such as marketing, entrepreneurship, digital marketing and advertising.

## Who is the course for?

This course is ideal if you are interested in marketing, sales and communications or you are thinking of setting up your own business. The course is for school leavers, mature students and graduates of QQI level 5/6 programmes who wish to embark on a course of full-time study.

## Career Prospects

Previous graduates have undertaken careers in brand management, digital marketing, market research, sales, product development and international marketing, within all industry sectors.

## Course Structure and Award

This undergraduate course is a three-year honours degree (four years with the option of a placement\*). The course is run over six semesters with continuous assessment held throughout the course and examinations at the end of each semester. In each year of the degree, any student with an overall average of 70+ will win a Dean's Award. On completion you will receive a QQI BA (Honours) Degree in Marketing Practice at level 8 on the National Framework of Qualifications.

\*Students are eligible (subject to availability) to complete a work placement on year three of the programme and graduate after four years with 240 ECTS credits.



## Further Study Options

Upon successful completion of the BA (Honours) in Marketing Practice, graduates who have acquired the appropriate entry requirements can progress to postgraduate business courses at level 9 on the National Framework of Qualifications such as the MSc in Marketing or Management at NCI or postgraduate programmes in other institutions.

## Course Fees

This course qualifies under the Free Fees Initiative and Student Grant Scheme.

## Admission Requirements and Policies

Minimum entry requirements are a grade H5 and above in two higher level subjects together with a minimum of O6/H7 in four other subjects. A minimum of grade O6/H7 must be obtained in English. A grade O6/H7 must be obtained in Mathematics. Applicants from a PLC/further education course must have a full level 5/6 award, three distinctions and meet the CAO points requirement. Mature applicants, applicants with a disability or those applying through the DARE or HEAR access schemes should refer to our Admissions section on p62, which also includes our admission policies, including laptop requirements.



"I like the amount of live projects you get to work on throughout the course, because they are real companies."

**Layla Walsh**  
BA Hons in  
Marketing Practice

# COURSE CONTENT

## Year 1

- Fundamentals of Marketing
- Economic and Market Practice
- Brand Management
- Management and the Organisation
- Emerging Technologies for Business
- Entrepreneurship
- Marketing & Society
- Innovation and Creativity

## Year 2

- Consumer Behaviour
- Market Research
- Business Intelligence and Statistics
- Digital Marketing
- Integrated Marketing Communications
- Plus, two electives

### **\*Electives:**

- Financial Analysis & Reporting
- Digital Technologies for Business
- New Product Development
- Services Marketing Management
- Sales Management
- Career Management Skills

## Year 3

- Marketing Law
- Marketing Strategy
- Project Management
- Channel Management
- Social Media & PR
- Capstone Project

### **\*Elective Modules**

Electives may include prerequisites, are subject to change, and availability is subject to class sizes.

### **Flexible Choices for High-Achieving Students**

Work placements are highly regarded by graduate recruiters and offer many advantages to students. Advantages include the opportunity to make contact in industry, networking experience, work-based practical skills and experience, assisting in developing personal and professional confidence, and an opportunity to boost your employability prospects when you graduate.

In year 2 of this degree, high-achieving students (averaging 60% plus) can elect to do a year-long work placement. Opportunities exist to work in areas such as: brand management, digital marketing, market research, sales, product development and international marketing, within all industry sectors.

