

INTRA Programme

B.Sc. Marketing, Innovation and Technology



The B.Sc. in Marketing, Innovation and Technology (MInT) is designed to create successful marketers for the knowledge economy. Students are given an introduction to the technologies that shape our world today – Information and Communications Technologies, Biotechnologies and the Physical Sciences – and learn to anticipate and respond to consumer needs. Our students learn how to develop and market these technologies successfully in today's marketplace.

MInT students have a broad range of transferable skills in areas such as IT, communications, research, critical thinking and problem solving. Students are highly motivated and have extensive experience of project work, both individual and group based.

The Objectives of the Marketing, Innovation and Technology degree programme are:

- (i) To create marketers who understand the technologies of today and anticipate the technologies of tomorrow
- (ii) To provide students with an in-depth understanding of marketing techniques
- (iii) To provide students with an understanding of how to utilise and integrate technology into their marketing strategies
- (iv) To introduce a range a technologies, from information and communications technology to emerging life sciences and biotechnology
- (v) To impart knowledge of web design, communications and industrial design
- (vi) To provide an understanding of innovation and new product development processes
- (vii) To encourage an entrepreneurial outlook and foster creativity and innovation

Relevant Work Experience through DCU's work experience programme *INTRA* (INtegrated TRaining) is a central feature of education at DCU and an integral part of many undergraduate and some postgraduate degree programmes.

Students from the Marketing, Innovation and Technology programme are required to complete an *INTRA* placement in their third academic year for eleven months, anytime between June and August of the following year.

Work Areas

- Design, research and successfully market new products and services
- Database maintenance and updating, data mining
- Trade show participation
- Competitor and target market analysis
- Students will employ creativity and innovation on any marketing project
- Production of marketing literature
- Development of marketing plans
- Maintenance and updating of websites
- Market research design, administration and analysis

Student Availability

Students are available for interview from March onwards. Please post vacancies on the *INTRA* online website at www.intra.dcu.ie, or send details to:

INTRA Unit, Student Support & Development,
Dublin City University,
Glasnevin, Dublin 9, Ireland.

Phone: 00 353 1 700 5514

Fax: 00 353 1 700 5505

Website: www.intra.dcu.ie



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	Business	Marketing	Innovation	Technology
Year 1: Sem 1	Introduction to Economics	Introduction to Marketing		Modern Technology I (Energy, Transport & Electric Power) Media Technology
Year 1: Sem 2		Services Marketing		Modern Technology II (Electronics & Communications)
Year 1: Year Long		Marketing of High Tech. Products and Innovation		Market Feasibility Research Creativity and Discovery
Year 2: Sem 1	Accounting Fundamentals	Distribution & Channel Mgt. International Marketing Professional Selling	New Product Development & Innovation Studies	The Biotech Industry
Year 2: Sem 2	Strategic Cost Management & Pricing	Business to Business Marketing Consumer Behaviour E-Marketing	Systems of the Knowledge-Based Society	Introduction to Biotechnology
Year 3	I N T R A			
Year 3: Core Module		Consumer Behaviour		
Year 4: Sem 1	Project Management		Digital World	Innovation, Marketing & New Technology Foresights
Year 4: Sem 2		E-Marketing	Information Technology in Society	Information Systems Data Management
Year 4: Year Long	Strategic Management	Marketing Management & Planning		High Technology Entrepreneurship