



Ollscoil Chathair
Bhaile Átha Cliath
Dublin City University



BSc in Marketing, Innovation and Technology (MInT) - INTRA Programme

Overview

The BSc 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.

Objective

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

- To create marketers who understand the technologies of today and anticipate the technologies of tomorrow
- To provide students with an in-depth understanding of marketing techniques

- To provide students with an understanding of how to utilise and integrate technology into their marketing strategies
- To introduce a range of technologies, from information and communications technology to emerging life sciences and biotechnology
- To impart knowledge of web design, communications and industrial design
- To provide an understanding of innovation and new product development processes
- To encourage an entrepreneurial outlook and foster creativity and innovation

Relevant Work Experience

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



Students are available for interview from March onwards. For more information, contact:
 INTRA Unit, Student Support & Development,
 DCU, Glasnevin, Dublin 9. Ireland.

T: +353 1 700 8877

E: carol.power@dcu.ie

W: dcu.ie/intra

 [in/dcu-intra-office](https://www.linkedin.com/company/intra-dcu)

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

INTRA