BSc Tourism & Digital Marketing

CAO Code: TU953
Duration: 4 years
Places (Approximate): 35

QQI:
Applications from QQI Level 5 and 6 are welcome. Further details at www.tudublin.ie/qqi

Minimum Entry requirements:
Leaving Cert:
- Minimum No. of subjects: 6
- Higher: 2H5s

Leaving Cert Minimum Grade in:
- Maths O4/H7
- English or Irish: O6/H7

Mature Applicants:
(23+) are welcome.
Further details at
www.tudublin.ie/mature

Campus Location:
Grangegorman

Contact: Ms Louise Bellew
Louise.Bellew@TUDublin.ie

CAO Points: Round 1 2022: 290

Tourism is one of the world's largest industries and is one of the fastest-growing global sectors, with exciting career opportunities at home and abroad.

This programme focuses broadly on business and management subjects and more specifically on digital tourism marketing, to reflect the changing needs of the industry in light of technological advances.

You will acquire theoretical and practical knowledge of tourism and marketing practices, gaining an understanding of the operation of the tourism industry and the use of digital tools for tourism marketing.

Professional Placement: Six month work placement in Ireland or Abroad

Study Abroad Opportunities: Erasmus study opportunity.

Further Study: Graduates can progress to a broad range of programmes at post-graduate level.

Shauna Gillespie,
BSc Tourism & Digital Marketing (Graduate)

"The Tourism Marketing degree really set me up for my career in the tourism & hospitality industry. The range of business, marketing and tourism modules built important foundations, while the opportunity to complete a 6-month internship meant I was ready to step into a job in the industry straight away. What I loved most about the course was the small class sizes, everyone in our class are still friends and all our lecturers very approachable."