

# BSc in Data Analytics with Digital Marketing

## Student Testimonials

“With the increasing employment demand for data analytics in the workplace, I decided to complete this degree and was thrilled with the course inclusion of interactive marketing. The course provides an essential background for those who want to orientate their career into data analytics and marketing, or those who are in this field, but never had an academic education in this discipline.

The lecturers were very knowledgeable, enthusiastic and available to all course attendees for guidance and support throughout each semester. They had a wealth of knowledge in their field and made the course so enjoyable, by bringing both enthusiasm and energy to their delivered modules. Their academic and professional experience was truly inspiring and all classmates were motivated by their achievements.

The breadth and depth of learning was perfect for my person needs. It was hard work at times to stay focused especially when juggling a full-time stressful job, but the course was so interactive and stimulating it motivated me to succeed and get the best possible exam results.

I really enjoyed the small class environment and rich interaction and engagement with both classmates and lecturers. My class mates were encouraging and helpful and some of the nicest and helpful people I have ever met. If any class mate was struggling, there was also someone to give you guidance and support.



**Aoife Murphy, class of 2016**

Apart from a possible career change opportunity which the course has provided me with, I met distinguished lecturers and also made fantastic friends from different industry sectors.

This course has brought me several key elements and skills that I now use in my current workplace. It has also planted the seed to continue further learning within the data analytics field.

I believe the course will get better every year by evolving through previous students' feedback on the program and adaptation to industry innovations”.



**Stacey Shine, class of 2016**

“This course equips students with the know-how to navigate the business world in the digital age, this course offers a range of subjects in one of the fastest growing and in demand areas of employment today. There is a great balance between technical and theoretical subjects.

The subjects vary from learning how to use programs to solve problems to marketing classes on how to think about business problems and opportunities. By the end of the year, every student found areas in which they excelled. This course has given me confidence in my own abilities and the key to taking the next step in my career”.

During the course colleagues asked me why an accountant would be interested in doing a course on data analytics. Every company collects an incredible volume of customer, market and product data and finance teams need to appreciate the value of this data.

I really enjoyed this course and I would recommend it to anyone who wants an understanding of this important area.

**Sharon Ridgeway, class of 2016**



**Anthony McGrath, class of 2015**

“At ITT I received a comprehensive grounding in the concepts and principles of databases, data warehousing, data modelling, statistics and data visualisation that has proven fundamental in my progressing further academically.

I thoroughly believe, given the demands of the subject, if it were not for the excellence of the lectures in this field, their encouragement and approachability, I would not have made this progression.

I would highly recommend this course, these lecturers and this institution to anyone wishing to learn about Data Analytics, its place within, and applicability to the digital society.

It is a fantastic course for anyone interested in accessing the increasing opportunities within the workplace for skilled Analysts. The type of skilled analysts that ITT produces.”