

The Programme at a Glance

95% of graduates gained immediate employment after graduation

INTERNSHIPS Available

EU FEES €10,630
NON EU FEES €18,500

INTAKE & DURATION September
Full Time - 12 months

About the Programme

The MSc in Marketing is a one-year degree programme designed to give graduates the specialised skills and knowledge in marketing to become industry leaders. The programme, designed with senior marketing practitioners, blends an array of learning methods such as live assignments, specialised workshops, marketing strategy simulations, and industry-based marketing practice, to develop a variety of students' core skills necessary for success in contemporary marketing.

Unique Aspects

- An advanced education in contemporary marketing.
- Participative and live learning with external business clients, marketing practitioners, and leading national and international academics in the marketing field.
- Links with the Marketing Institute of Ireland (MII), Ireland's leading professional body for Marketing professionals.
- The development of valuable skills for marketing careers including; analytical capabilities, strategic marketing and planning skills, marketing research skills, problem-solving and critical thinking skills, communication and presentation skills, and digital marketing literacy skills.
- Applied Research Project where students partner with an organisation to research a real-life, marketing-orientated problem.

Notes on Entry Requirements

Second Class Honours Grade 1 (2.1) in a primary honours degree (NFQ, Level 8).

Programme Structure

Semester 1: Part I

Core Modules: Students take 40 credits as follows:
Applied Research Methods | Business Case for Analytics
| Professional and Personal Development Semester 1&2
| Business Strategy Simulation | Service Design | Ethics and Sustainability

Semester 2

Consumer Behaviour Theory and Practice | Digital Business-to-Business Relationship Marketing Practice
Specialism modules International Marketing and Practice | Omnichannel Marketing Communications | Applied Strategic Marketing | Digital Marketing Practice
Part II Applied Research Project Semesters 2&3

Contact

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Non-EU Students:

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Graduate Careers Roles

Our graduates have a strong track record of getting employment across many sectors. Our graduates are currently employed as:

- Marketing executive roles
- Social Media Marketing roles
- Digital Marketing roles
- Customer Service Manager
- Marketing Consultancy roles
- Public Relations executive roles
- Brand Management/Ambassador roles
- Marketing Analytics roles
- Marketing Research Director
- E-commerce Marketing Specialist
- Event Marketing roles
- Content Creation roles

Student Profile

“The Masters Programme has provided me with an abundance of invaluable knowledge and skills which I can now apply within my professional career. Having entered the course with limited knowledge of marketing theories, the experience enabled me to greatly develop my understanding of the industry and equip me with the confidence I now have in both my personal and professional abilities.”

Emma Louise Stokes

Social Media Specialist, Nutritics