

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
- SCHOLARSHIPS** Available
- 100** Class Size (3 Year average)
- 47%** International Students

About the Programme

The MSc Management & Marketing programme is a one-year degree programme designed specifically for graduates who have taken no, or limited, management or marketing modules in their undergraduate degree, but wish to pursue a career in business. Graduates of this programme have gone on to work for a diverse range of organizations, including Nike, Gym+Coffee, The 2 Johnnies Podcast, Dell, Accenture, Deloitte, Meta (Facebook), and Google.

Unique Aspects

- Specialist conversion programme for students from non-management and marketing undergraduate degrees who are looking to pursue a career in business, management, or marketing. The programme is accredited by the Institute of Management Consultants and Advisers (IMCA).
- Opportunity to complete a work placement towards the end of the degree programme.
- Unique mode of teaching incorporating a diversified range of subjects, field trips, lectures from industry specialists, and practical assessment.
- Specialist Personal & Professional Development Module, incorporating CV & Online Portfolio Building, Interview Skills, Team Building Skills, and Communication Skills.

Notes on Entry Requirements

Second Class Honours Grade 2 (2.2) in a primary honours degree (NFQ Level 8) without significant management or marketing component.

Programme Structure

Semester 1: Part I

Core Modules: Introduction to Marketing | Ethical Issues in Business | Market Research | People and Organisations | Marketing Communications | Project Management | Foundations of Management | Professional and Personal Development Semester 1 & 2

Semester 2

Strategy | Organisational Dynamics | Digital Marketing for International Markets | Consumer Behaviour

Part II

Applied Research Project Semesters 2 & 3

Contact

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Non-EU Students:

Tarik El Amoud: tarik.elamoud@ucc.ie



Graduate Careers Roles

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

- Business Advisory & Consultancy
- Brand Management
- Social Media Analyst
- Entrepreneurship
- Human Resource Management
- Operations & Project Management
- Media Creation

Student Profile

"I've always wanted to build my own business from scratch. The MSc Management & Marketing equipped me with the broad set of business skills that were a real catalyst for me in establishing and growing LegitFit to the business it is today, where proudly we've raised €1 million in funding to help us grow globally"

Ryan O'Neill
CEO & Co-Founder, LegitFit