

MSC (MANAGEMENT AND MARKETING)

Overview

NFQ Level 9, Major Award

The MSc in Management and Marketing is normally a full-time programme taken over 12 months from the date of first registration for the programme.

In Part I students take taught modules to the value of **60** credits. In Part II, students take MG6830 (**30** credits). The taught element of the programme, which includes both lectures and intensive workshops, runs from early September to early March. Examinations are held in late March.

See also under General Regulations for the Degree of Master (<https://ucc-ie-public.courseleaf.com/postgraduate/master/master-research/>).

Exit Award

Postgraduate Diploma in Management and Marketing

Students who successfully achieve the pass standard in Part I may opt not to proceed to Part II and may opt instead to exit the programme and be awarded the Postgraduate Diploma in Management and Marketing (<https://ucc-ie-public.courseleaf.com/programmes/pdmm/>) (NFQ Level 9, Major Award).

Programme Requirements

For information about modules, module choice, options and credit weightings, please go to Programme Requirements (p. 1).

Programme Requirements

Code	Title	Credits
Students take 90 credits as follows – 60 credits of taught modules (Part I) and 30 credits of research modules (Part II):		
Part I		
Students take 60 credits as follows: ¹		
<i>Core Modules</i>		
MG6302	Introduction to Marketing	5
MG6303	Ethical Issues in Business	5
MG6304	Market Research	5
MG6305	People and Organisations	5
MG6306	Consumer Behaviour	5
MG6308	Marketing Communications	5
MG6309	Strategy	5
MG6315	Project Management	5
MG6320	Foundations of Management	5
MG6329	Organisational Dynamics	5
MG6335	Professional and Personal Development	5
MG6336	Digital Marketing for International Markets	5
Part II		
Students take 30 credits as follows:		
<i>Core Modules</i>		
MG6830	Applied Research Project	30
Total Credits		90

¹ Where a student has taken and passed a module previously, the student will be required to take a substitute module as directed by the Programme Director.

Examinations

Full details and regulations governing Examinations for each programme will be contained in the *Marks and Standards Book* and for each module in the *Book of Modules*.

Programme Learning Outcomes

Programme Learning Outcomes for MSc (Management and Marketing) (NFQ Level 9, Major Award)

On successful completion of this programme, students should be able to:

- Communicate and work effectively to a high professional standard;
- Demonstrate advanced analytical and problem-solving skills associated with effective practice;
- Engage in advanced application of frameworks and techniques in organisational settings;
- Demonstrate personal development and readiness for a Management and Marketing career.