

# MSC (MANAGEMENT AND MARKETING)

---

## 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;
- Critically discuss the role of ethical and unethical management and marketing practice in society;
- Display competency in management and marketing practice within an international context;
- Reflect on the role of responsible leadership within management and marketing disciplines;