

MSC (MANAGEMENT AND MARKETING)

Overview

Status: Active

National Framework Of Qualifications (NFQ) Level: 9

NFQ Award Class: Major Award

Duration Full Time: 1 Academic Year(s)

Total Credits: 90

Delivery Method: In-Person

Connected Curriculum:

- Employability
- Global Reach
- Research Based Teaching
- Sustainability

Sustainable Development Goals (SDGs):

- Industry, Innovation, and Infrastructure
- Responsible Consumption and Production

Graduate Attributes:

- Creator, evaluator and communicator of knowledge
- Digitally Fluent
- Effective global citizen
- Independent and creative thinker
- Socially Responsible

Work-Integrated Learning (Including Placement):

Yes

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.

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).

POSTGRADUATE CERTIFICATE IN Management & MARKETING

Students who successfully achieve the pass standard in taught modules to the value of at least 30 credits may opt to exit the programme and

be awarded the Postgraduate Certificate in Marketing (<https://ucc-ie-public.courseleaf.com/programmes/pcmkt/>) (NFQ Level 9, Minor Award).

Programme Requirements

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