

MSC (MARKETING)

Overview

NFQ Level 9, Major Award

The MSc in Marketing is a full-time programme running for 12 months from the date of first registration for the programme.

In Part I students take taught modules to the value of **60** 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. In Part II, from early April to the end of August, students will undertake an applied research module to the value of **30** credits. Places on the work placement option are limited. The applied research project must be submitted at the end of August.

Exit Awards

Postgraduate Diploma in Marketing

Students who successfully achieve the pass standard in taught modules to the value of at least 60 credits may opt to exit the programme and be awarded the Postgraduate Diploma in Marketing (<https://ucc-ie-public.courseleaf.com/programmes/pdmkt/>) (NFQ Level 9, Major Award).

Postgraduate Certificate in 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. 1).

Programme Requirements

Code	Title	Credits
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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 – all listed core modules (**40** credits) and all **20** credits of specialism modules:

Core Modules

BU6005	Applied Research Methods	5
BU6513	Business Case for Analytics	5
MG6335	Professional and Personal Development	5
MG6406	Business Strategy Simulation	5
MG6410	Service Design	5
MG6411	Consumer Behaviour Theory and Practice	5
MG6413	Digital Business-to-Business Relationship Marketing Practice	5
MG6415	Ethics and Sustainability	5

Specialism Modules

Students take **20** credits as follows:

MG6405	Applied Strategic Marketing	5
MG6407	International Marketing and Practice	5
MG6408	Omnichannel Marketing Communications	5
MG6414	Digital Marketing Practice	5

Part II

Students take **30** credits as follows:

Core Modules

MG6825	Applied Research Project	30
Total Credits		90

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 the MSc (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;
- Apply key marketing theories, frameworks and tools to evaluate marketing problems and identify appropriate solutions in practice;
- Critically evaluate and act upon the ethical and environmental concerns linked to socially responsible marketing practice;
- Develop core skills and knowledge relating to marketing-based research and practice;
- Develop a career path for independent and creative thinkers in marketing.