

MSC (MARKETING)

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 international 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 plan which informs responsible leadership in marketing.