

MSC (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 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.).