

POSTGRADUATE CERTIFICATE IN MARKETING

Overview

NFQ Level 9, Minor Award

Exit Award only

Students on the MSc (Marketing) (<https://ucc-ie-public.courseleaf.com/programmes/mscmkt/>) programme 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.

Programme Requirements

For information about modules, module choice, options and credit weightings, please go to Programme Requirements (p. 1).

Programme Requirements

Code	Title	Credits
Students take modules to the value of 30 credits from the following: 30		
<i>Elective Modules</i>		
BU6005	Applied Research Methods (5)	
BU6513	Business Case for Analytics (5)	
MG6335	Professional and Personal Development (5)	
MG6405	Applied Strategic Marketing (5)	
MG6406	Business Strategy Simulation (5)	
MG6407	International Marketing and Practice (5)	
MG6408	Omnichannel Marketing Communications (5)	
MG6410	Service Design (5)	
MG6411	Consumer Behaviour Theory and Practice (5)	
MG6413	Digital Business-to-Business Relationship Marketing Practice (5)	
MG6414	Digital Marketing Practice (5)	
MG6415	Ethics and Sustainability (5)	
Total Credits		30

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 Postgraduate Certificate in 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;
- Evaluate and act upon the ethical and environmental concerns linked to marketing practice;
- Demonstrate creativity and personal development.