

POSTGRADUATE CERTIFICATE IN MARKETING

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.