

POSTGRADUATE DIPLOMA IN MARKETING

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

Overview

NFQ Level 9, Major 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 60 credits may opt to exit the programme and be awarded the Postgraduate Diploma 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 60 credits as follows – all listed core modules (40 credits) and all 20 credits of specialism modules:		
<i>Core Modules</i>		
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
<i>Specialism Modules</i>		
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
Total Credits		60

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 Diploma 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;
- Engage in advanced application of frameworks and techniques in organisational settings and identify appropriate solutions in practice;