

POSTGRADUATE DIPLOMA IN MARKETING

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