

# POSTGRADUATE DIPLOMA IN MARKETING

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## Overview

**Status:** Active

**National Framework Of Qualifications (NFQ) Level:** 9

**NFQ Award Class:** Major Award

**Total Credits:** 60

**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

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**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.       ).