

# POSTGRADUATE DIPLOMA IN MANAGEMENT AND MARKETING

## Overview

NFQ Level 9, Major Award

## Exit Award only

Students on the MSc (Management and Marketing) (<https://ucc-ie-public.courseleaf.com/programmes/mscmg/>) programme who successfully achieve the pass standard in Part I may opt not to proceed to Part II and may opt instead to exit the programme and be awarded the Postgraduate Diploma in Management and 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 <b>60</b> credits as follows: <sup>1</sup>		
<i>Core Modules</i>		
MG6302	Introduction to Marketing	5
MG6303	Ethical Issues in Business	5
MG6304	Market Research	5
MG6305	People and Organisations	5
MG6306	Consumer Behaviour	5
MG6308	Marketing Communications	5
MG6309	Strategy	5
MG6315	Project Management	5
MG6320	Foundations of Management	5
MG6329	Organisational Dynamics	5
MG6335	Professional and Personal Development	5
MG6336	Digital Marketing for International Markets	5
<b>Total Credits</b>		<b>60</b>

<sup>1</sup> Where a student has taken and passed a module previously, the student will be required to take a substitute module as directed by the Programme Director.

## 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 Postgraduate Diploma in Management and 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;
- Demonstrate creativity and personal development.