

POSTGRADUATE DIPLOMA IN MANAGEMENT AND MARKETING

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;
- Critically discuss the role of management & marketing practice in society;
- Display competency in management and marketing practice within an international context;
- Reflect on the role of responsible leadership within management and marketing disciplines;