

MASTER OF SCIENCE IN MARKETING

Part-time Schedule

Location	Application	Indicative Schedule	Duration	Start Date	Fees
IFSC Campus	Apply online at www.ncirl.ie	Monday and Wednesday evenings 18.00 - 21.00 and some Saturday workshops	2 full calendar years: 5 semesters; 4 taught semesters and a final dissertation to be submitted in late August of the final year	Sept 2018	€3,950 per annum (€7,900 total fee) (Fees revised annually)

Full-time Schedule

Indicative Schedule

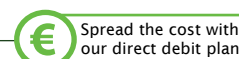
Students need to be available 09.00-17.00 Mon – Fri. Full-time students may also be required to attend classes after 5pm. (Class days and times vary)

Duration

1 year; 2 semesters and a final dissertation

EU Fee

€7,900 total fee (Fees revised annually)



Course Description

The MSc in Marketing has been specifically designed with the needs of current and future marketing professionals and managers in mind. The course will equip you with a comprehensive understanding of key foundations of the marketing discipline as well as providing you with a detailed understanding of the contemporary marketplace. In addition you will learn how to apply the latest marketing theory and practice in an increasingly complex digital marketing environment.

The programme comprises a carefully selected range of both contemporary and fundamental marketing topics such as: integrated marketing communications, brand management, postmodern marketing and digital marketing strategy and thus caters for multinational organisations, indigenous SME initiatives and entrepreneurial enterprises. The ethos of this programme is to work in tandem with industry, ensuring that graduates are competent, well-versed marketers, possessing the up-to-date knowledge and application skills necessary to develop and drive successful commercial (and non-commercial) enterprises. The programme offers students real insight and experience into how to plan and execute marketing campaigns and strategies in actual organisations, enabling our graduates to enter management roles hitting the ground running.

Block teaching is used to provide the opportunity for more in-depth development of knowledge within modules. An applied approach to teaching is used within the programme with lectures interspersed with exercises, use of case study analysis, group activities in class, debate on contemporary issues as well as independent learning.

Who is the course for?

The course is aimed at those seeking to advance their studies and/or professional career in marketing and its related fields.

Award and Progression

The MSc in Marketing course is awarded by QQI at level 9 on the National Framework of Qualifications. This award will allow transfer to level 9 research degrees and in some cases progression to taught doctoral courses at level 10 on the NFQ.

Entry Requirements

Applicants are required to hold a minimum of a level 8 qualification in a cognate discipline (i.e. a business related honours degree) or equivalent on the National Framework of Qualifications. The college operates a Recognition of Prior Experiential Learning (RPEL) scheme meaning non-graduates with extensive professional experience and/or other prior qualifications may be considered for the course.

Course Content

In the part-time schedule in year 1 students undertake six core modules. In year 2, a further four core modules along with two electives are undertaken. In addition, in year 2 of the programme students are required to complete a ten credit research methods module which runs across semester 1 and 2.

Course Content

Core Modules

- Marketing in the 21st Century
- Digital Marketing Strategy
- The Contemporary Consumer
- Integrated Marketing Communications in a Digital Age
- Services Marketing
- Market Research
- Innovation, Creativity and Entrepreneurship
- Marketing Metrics and Accountability
- Brand Management
- Research Methods
- Dissertation

Electives

- Strategic Social Media Marketing and Public Relations
- Marketing Insights and Customer Relationship Management
- The Social Conscience of the Consumer
- Postmodern Marketing
- Management of Innovation and Technology
- Selling to the Modern Customer
- Strategic Project Management

Availability of elective choices is subject to student numbers. The course content as shown is for indicative purposes. The college reserves the right to re-order the schedule of modules offered.

Note that all modules count towards the final award classification.

"I had a degree in business but I wanted to specialise in marketing so the course was really useful to me."

Student Profile

Aine Nolan
MSc in Marketing

