



## MSc Marketing School of Business

**EU Tuition Fees (2019/20)**  
€7,800 (full-time) / €5,200 p.a. (part-time)

**International Fee (2019/20)**  
€15,000 (full-time)

### Why study Marketing?

If you are interested in why we consume the goods and services we do in the way that we do, and how marketing can affect our daily lives, and did not study business or marketing as part of your undergraduate degree, then this programme is for you. This MSc programme introduces you to key business topics with a specialism in marketing. We begin with foundational knowledge in different areas of business, develop an understanding of the digital environment that marketing operates within. We then concentrate on understanding consumers, and their decisions, as well as the ways by which we communicate marketing messages to consumers, businesses and other audiences. A variety of teaching approaches are applied across the programme with the aim of helping participants to develop a clear career strategy that will increase their employability in the short-term, and sustainable success in the long-term. Our programme is focused on your career success. We develop skills that you need to be an effective manager in a marketing context, as well as specific marketing skills that increase your employability.

### What is this programme about?

The MSc Marketing is for the non-business graduate who is interested in how individuals and organisations (including government) interact in the marketplace for goods and services. Marketing plays a key role in value creation for not only customers and businesses but also for society. Marketing is more than a function. It is a customer-centric, enterprise-wide set of processes, systems, and activities that connect firms and customers in a dynamic global marketplace. Effective marketing requires an understanding of the business as a whole and of the managerial value creation and capture process. Recent market reports have demonstrated that consumers are becoming more discerning and also have more information at their fingertips about products and services. For organisations to compete in this increasingly internationalised and competitive market, they need to have a strong marketing function. This function considers issues such as communications with customers and the behaviours of prospective and current customers. How organisations operate in a digital environment is an integral part of Marketing and as such it is a key feature of the programme integrated throughout the offering.

### How will this help my career?

The programme develops future executives in the specific area of marketing for organisations in all sectors, across the economy. The course material takes a broad, cross-sectoral, and international approach focussing on key skills to enhance employability. Accordingly, the course prepares graduates for a wide range of roles and organisations. Students also take a career management module designed to enhance employability at the outset and throughout their career. Work Placement and Business Research Project options are particularly valuable to employers as they demonstrate your ability to apply your learning in the world of work.



## What are the entry requirements?

The MSc in Marketing is designed for candidates who do not have a previous business qualification. If you do not have a business degree, this programme is for you. Candidates should have a minimum 2.2 grade, honours (level 8) degree in a non-business discipline or equivalent. In exceptional circumstances, consideration will be given to candidates who do not hold a primary degree, but who do have at least 10 years' relevant work experience, at least three of which must have been within a management position with marketing responsibilities. Consideration will be given on a case-by-case basis to students who have an honours degree in a business related discipline where the degree was completed at least five years previously. International applicants must have a recognised primary degree which is considered equivalent to Irish university primary degree level.

## Course Structure

This challenging and demanding conversion programme is fast-paced, developing a high level of competence in marketing and business across the programme, be that in full-time mode (12 months, typically delivered in blocks of two full days every two weeks) or part-time mode (24 months, delivered two full days every 4 weeks). Students are encouraged to learn independently, through significant reading and assignments, both on their own and working in teams, prior to a class and afterwards.

For further details, please see page 14.

## Module Themes



Summer Semester Options; Business Research Project / Dissertation / Work Placement (see page 14)

## How to apply?

**Applications are online at** [www.pac.ie](http://www.pac.ie),  
Once you register with PAC, please choose Maynooth University  
PAC Code: MH86D (full-time mode) / MH87D (part-time mode)

## Where can I find more information?

For more information on the MSc in Marketing, please contact [business@mu.ie](mailto:business@mu.ie) or the Programme Director, Professor Joseph Coughlan, at [joseph.coughlan@mu.ie](mailto:joseph.coughlan@mu.ie), or visit: [www.maynoothuniversity.ie/school-business](http://www.maynoothuniversity.ie/school-business)