

ADMISSIONS REQUIREMENTS

Applicants typically must have a minimum entry requirement of H22 in a cognate Level 8 Degree (including at least 20 credits in Marketing)



Personal Statement must be provided by the applicant



An interview may be held with applicants



An IELTS of 6.5 (or equivalent) will be requested of non-EU applicants where deemed appropriate by the Head of Department



TESTIMONIAL

CLAIRE O' DONOGHUE

Assistant Brand Manager, Musgrave Group, Cork



The MSc in Marketing Practice helped me gain new insights into the marketing profession. For me, one of the key differentiators of this course is the practical aspect which sees students developing marketing plans for real life companies. This partnered with the high level of interaction between students and lecturers meant I was truly able to advance my skills in marketing.

The placement aspect allowed me to apply everything that I learnt during the classes to actual business situations. After completing my placement I was lucky enough to be kept on in my organisation and am now an Assistant Brand Manager for SuperValu in Musgrave. I am delighted to have chosen this course and would definitely recommend it to anyone interested in pursuing a career in marketing.

COURSE FEE

EU Applicants: €5,500

Non-EU Applicants: €12,000

APPLICATION

EU Applicants: Apply online at www.cit.ie/course/CRBMRKP9

Non-EU Applicants:
E-mail: international@cit.ie

ENQUIRIES

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The aim of this programme is to provide the student with an advanced range of high level knowledge and skills in order to establish a more solid foundation for a successful career as a marketing professional.

Graduates of the MSc in Marketing Practice Lorcán McLoughlin and Karen Buckley



OVERVIEW

The programme offers graduates a degree that will render them more employable by enhancing their ability to contribute to the real needs of the business community. The hybrid nature of the programme will turn Marketing Graduates into Marketing Practitioners with an array of action learning components; incorporating live assignments, specialised workshops, marketing strategy simulation and an industry-based marketing consultancy. There will also be a reflective journal completed throughout the year, detailing how and what the student has learned from the Masters experience.

This action learning based programme consists of a hybrid array of touch-points with business, facilitating learner engagement with a diverse range of marketing professionals. The programme also incorporates a suite of modules designed specifically to prepare the student for careers in marketing practice.

DELIVERY FULL-TIME

No of weeks per semester: 15

No of timetabled hours per week:

- Semester 1: circa 16 hours
- Semester 2 & 3: circa 35 hours

Which days: Monday to Friday

Duration: 3 semesters

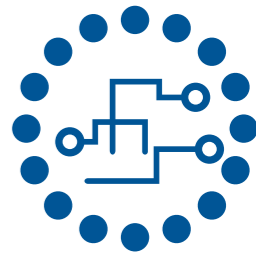


MODULES

All modules are worth 5 credits (ECTS) unless otherwise noted.

Semester 1

- Integrated Marketing Practice
- The Digital Message
- Strategic Marketing
- Contemporary Marketing Issues
- Relationship Management
- Business Case Analysis



Semester 2

- Workplace Consultancy -
- 24 weeks spanning Semester 2 & 3 (40 ECTS)
- Marketing Strategy Simulation
- Online Business Effectiveness



Semester 3

- Workplace Consultancy -
- 24 weeks spanning Sem. 2 & 3 (40 ECTS)
- Reflective Learning Journal (10 ECTS)

