

MASTER OF SCIENCE IN
**MARKETING
PRACTICE**
CONSULTANCY IN THE WORKPLACE



This is a programme designed to allow organisations develop and enhance their marketing capabilities in a cost effective manner, while providing marketing graduates with professional marketing experience early in their careers.

**HIGHLY SKILLED
MARKETING GRADUATES
AVAILABLE TO WORK FOR
25 WEEKS IN YOUR
ORGANISATION**

DOES THIS
INTEREST
YOU?



Ireland's EU Structural Funds
Programmes 2007 - 2013
Co-funded by the Irish Government
and the European Union

FOR MORE INFORMATION CONTACT

Maurice Murphy T: 021 433 5926 E: maurice.murphy@cit.ie

Conor Kelleher T: 021 433 5925 E: conor.kelleher@cit.ie

Department of Management and Marketing, School of Business, CIT.

MASTER OF SCIENCE IN
**MARKETING
PRACTICE**
CONSULTANCY IN THE WORKPLACE

PROGRAMME STRUCTURE

Overview

This MSc qualification is a full time programme of 12 months that combines different modes of action learning which includes taught modules, workshops, marketing simulation, live assignments, reflective learning journal and marketing consultancy in the workplace.

Modules and Workshops

The modules studied by the students in the first semester, beginning in September include: Professional Practice, Strategic Digital Marketing, Strategic Marketing, Contemporary Issues in Marketing, Relationship Management and Business Case Analysis. These modules are complemented by a series of workshops including Selling and Sales Skills, Web Design, Communication and Presentation, IT Skills and Reflective Learning Journal. Students will also engage in a marketing strategy simulation programme where in the computer lab they will be required to make realistic marketing decisions in a simulated marketing environment.

Consultancy in the Workplace

Students commence a 25 week placement beginning in January.

Typical tasks completed by students in their partner organisations include:

- Development of promotional material and communication campaigns.
- Development and management of customer database and customer relationship management.
- Market research, e.g. customer surveys, competitor and industry analyses.
- Social media planning.
- Website design and maintenance.
- Event management including trade show planning and participation.
- Preparation of sales-force presentations.
- Strategic marketing planning.

OUR ENGAGEMENT WITH YOU AS THE PARTNER ORGANISATION

- A CIT Placement Officer will take primary responsibility for our engagement with partner organisations.
- The Placement Officer will outline to the organisations the skill sets that the students have acquired on the course and those skills that we wish them to develop during their 25 week engagement with the partner organisations.
- Proposals will be invited from potential employers, outlining the proposed functions of the student in their organisation. This will identify the marketing needs that the student must address.
- These proposals will be reviewed by the CIT academic team to ensure that the proposed role fits with the programme. Following completion of discussions with the partner organisation, a detailed agreement will be signed by CIT and the employer.
- The students will be interviewed by the employer and allocated to partner organisations.

The partner organisation will be invited to provide feedback on the students' performance and to review their final presentations at the end of the consultancy period. CIT will maintain formal contact with the partner organisation throughout the 25 weeks. We will, also, conduct a formal visit, which will form part of the evaluation of the students' achievements in the workplace.

PARTNER ORGANISATIONS MUST COMMIT TO:

- Submitting a detailed proposal (job specification) which outlines the proposed functions of the student.
- Providing supervised and paid employment for the 25 week period.
- Communicating with the CIT Placement Officer over the consultancy period.

CIT COMMITS TO PARTNER ORGANISATIONS BY:

- Providing the necessary support in the compilation of a job specification.
- Assisting in the recruitment process.
- Providing on-going advice and assistance in the form of visits, phone calls and email contact.

FOR MORE INFORMATION CONTACT

Maurice Murphy T: 021 433 5926 E: maurice.murphy@cit.ie
Conor Kelleher T: 021 433 5925 E: conor.kelleher@cit.ie
Department of Management and Marketing, School of Business, CIT.