

BA (Hons) Marketing



Results

BA (Hons) Marketing
2017 Graduates

Response

87%

Employed*	80%
Further Study	18%
Seeking Employment	2%
Unavailable for work/ Travelling	0%



Results

All Full-Time
Students 2017

Response

90%

Employed*	86.3%
Further Study	10.3%
Seeking Employment	1.4%
Unavailable for work/ Travelling	2%



Results

All Full-Time Degree
and Masters Students

Response

91%

Employed*	89%
Further Study	8%
Seeking Employment	1.6%
Unavailable for work/ Travelling	1.4%

*89% of those who are employed are employed in graduate level roles



Where are they working now!

Sample of where current students were working 6 months after graduation.

- 123.ie Customer Care Executive
- Accenture Content Review Agent
- Accenture Risk Analyst @ Facebook
- Adrian Dunne Pharmacy Marketing Executive
- AIB Finance and Leasing
- Altura credit Union Ltd
- Records Management & Data protection assistant
- Associate Consultant
- Broadgate Search Specialist Consultancy Ltd
- Bamboo App Business Development Manager
- Benefit Cosmetics Ireland Marketing Ecommerce Executive
- Beverly Hills Formula Marketing Manager
- BOI - Payment Acceptance Inside Sales Advisor
- Co-Hire People Assistant

- Convergys Technical Support Analyst
- CPL Ad Operations, Specialist onsite at Twitter
- CPL Community Operation Analyst
- DMG Media Marketing Executive
- Enterprise Rent A Car Management Trainee
- FEXCO Refund Specialist
- GameStop Merchandise Loot Associate
- Intersport Elverys Head Cashier
- Jobs.ie Account Manager
- JTI (Japan Tobacco International)
- Consumer and Trade Marketing (Offline)
- KIX Electronic Cigarettes Marketing Strategist
- Loire Properties (France) Area Manager
- Marks & Spencer Marketing Assistant
- MBI International Financial Advisor
- National Training Solutions Sales and Safepass Administrator
- O'Brien PR Account Executive
- Oracle Sales Graduate
- Porticom Airbnb Account Manager
- Shaw Academy, Client Sales Advisor & Content Creator
- Vector International Marketing ConsultancyvOwner
- Verve The Live Agency Account Executive
- Victoria's Secret Visual Merchandiser



Where are they studying now!

- DIT MA in Public Relations
- Dublin City University MSc Digital Marketing x2
- Dublin Institute of Technology Master of Science Advertising
- National College of Ireland MSc Marketing x2
- The Manchester Metropolitan University
- MA International Fashion Business: Buying and Merchandise
- UCD Michael Smurfit Graduate Business School MSc Marketing

First Destination results of full time honours undergraduate and master degree students - Class of 2017

Information compiled by Career Development & Employability



National College of Ireland

