

# BA (Honours) in Marketing Practice

2024

Graduate Outcomes

## Results



BA (Honours) in Marketing Practice

Employed

73%

Further Study or Training

16%

### Overview:

39 students graduated from BA (Hons) Marketing Practice in November 2024. We surveyed these graduates in April 2025 and have graduate outcomes information for 67% of graduates. 73% were in employment and 16% were engaged in further study or training.

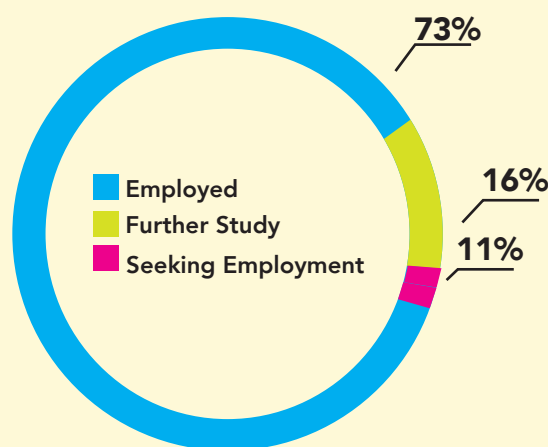
### Salary:

Of those in employment who disclosed their salary, 33% reported earning between €25,000 and €29,999, 25% between €30,000 and €34,999, 17% between €35,000 and €39,999, 8% between €45,000 and €49,999, and 15% between €60,000 and €69,999.



Graduates are working with companies including:

.ie (weare.ie), Marketing Associate  
 Barespace, Sales Representative Tech Start-Up  
 Bank of New York (BNY), Business Support Graduate  
 Circet, Wayleave Officer  
 Civil Service, Trainee Communications Specialist  
 Crewlink Ireland Limited, Junior Marketing Consultant  
 DocuSign, Market Development Representative  
 Flannery Group, Administration and Marketing Assistant  
 FolkVML, Account Executive  
 Havas Media, Marketing Executive  
 Lidl Ireland & Northern Ireland, Marketing and Corporate Affairs Graduate  
 LinkedIn, Sales Development Representative  
 Meath County Council, Economic Development Clerical Officer  
 Next Plc, Sales Manager  
 OUTsurance Ireland, Sales Agent  
 PRL, Customer Service in Sales Field  
 Storm Technology, Marketing Assistant  
 The Juice Plus+ Company, Franchise Partner  
 Wilson Hartnell, Account Executive



### Further Study

Kwantlen Polytechnic University, Graduate Diploma in Green Business Management and Sustainability Graduate Diploma  
 National College of Ireland, MSc Marketing

First Destination results of full time honours undergraduate and master degree students - Class of 2024.

Information compiled by Career Development & Employability.

