

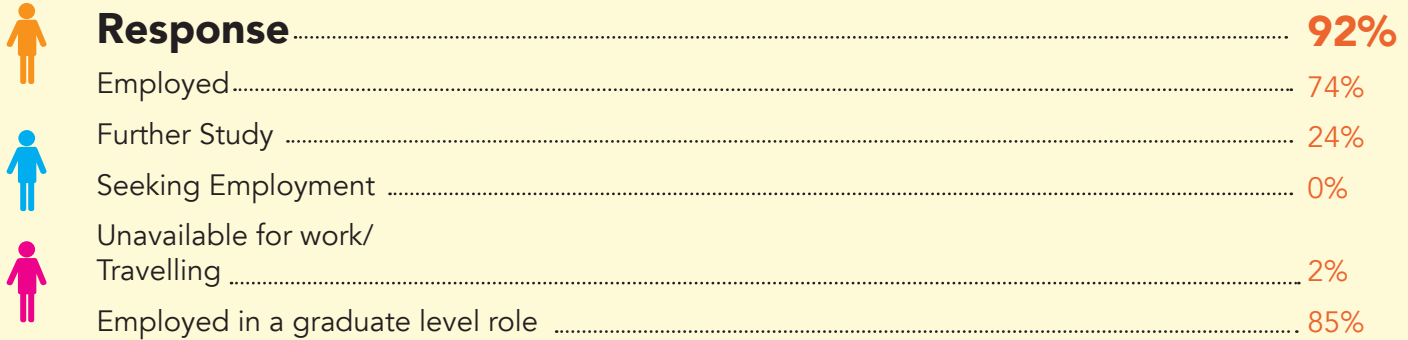
BA (Honours) Marketing Practice

2021

Results

BA (Hons)
Marketing Practice

All Graduates



- 59 students graduated from the BA (Hons) Marketing Practice November 2021. We have graduate outcome data for 89% of the class. 74% of graduates were in employment. 85% of those were employed in graduate level work. 24% continued to further study.
- 30% of graduates secured marketing related roles
- 28% secured employment in sales/ account management roles
- 5% secured employment in recruitment.



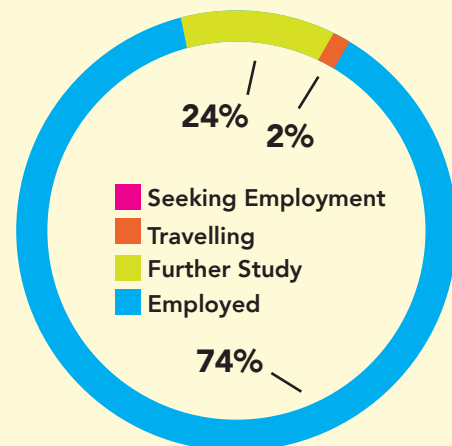
Where are they working now!

AA Insurance, Sales Specialist
 Accenture, Customer Service New Associate
 Accenture, Social Media Account Executive
 Amazon, Investigation Specialist
 Andela, EMEA Strategic Partnerships at Andela
 Blue Steel, Labourer
 Charles Taylor, Customer Success Associate
 Clayton Hotel Cardiff Lane & Conference Centre, Sales and Marketing Administrator
 Core Communications Ireland, Telecommunications Technician
 DCG B, Sales / Operations Assistant
 Dentsu, Account Executive
 Dunnes Stores, Fashion Buyer Administrator
 Evolve Marketing, Account Manager
 Feadóg Teoranta, Social Media and Web Specialist
 HardMetal, Marketing Assistant
 Hypertopic, UK, Marketing Executive
 Jessica Mullen Makeup Artistry, Makeup Artist
 Jumbo Supermarkten, Shop Assistant
 Kent Stainless, Marketing Executive
 Lifestyle Sports, Buying Assistant
 Lites Group Ltd, Account Executive x 2
 Moffett Automated Storage, Marketing Executive
 One Agency, Senior Recruitment Executive
 Oracle, Cloud and Data Consultant
 Peninsula, UK, Business Sales Executive
 Permanent TSB, AMG
 Primark, Marketing Assistant
 Primeline Group, Marketing Executive
 Raw Marketing, Brand Ambassador
 Sacia Group, Sales Graduate
 Sanderson, Recruitment Consultant
 Sonica, Marketing Executive
 SS&C Technologies, Payment Administrator
 SuperValu, Trainee Manager
 Tesco, Sales Assistant
 The Old Borough, Bartender
 Thérapie Clinic, Junior Social Media Executive
 Workday, Senior Associate Corporate Sales Development

WrKit, Junior Marketing Executive

Further study

DCU, MSc Digital Marketing
 DCU, MSc ECommerce
 National College of Ireland, MSc Marketing x 5
 National College of Ireland, MA Human Resource Management
 National College of Ireland, MSc International Business
 National College of Ireland, MSc Management
 Queens University Belfast, MSc Marketing
 Trinity College Dublin, MSC Digital Marketing Strategy
 UCD, MSc Marketing
 UCD Smurfit, MSc Marketing and Retail Innovation
 University of Liverpool, Marketing and Management



First Destination results of full time honours undergraduate and master degree students - Class of 2021.

Information compiled by Career Development & Employability.



National
College of
Ireland