

BA (Honours) in Marketing

2023

Graduate Outcomes

Results



BA (Honours)
in HRM

Employed
Further Study
Seeking Employment
Unavailable for work/

88%
7%
5%

Overview:

43 students graduated from the BA (Hons) Marketing course November 2023. Of the respondents, 88% are currently in employment and 7% are engaged in further study or training.

Salary:

60% of those in employment are earning between €25,000 - €40,000. 9% were on salaries between €40,000-60,000.



Where are they working now!

Adrian Dunne Pharmacy, Healthcare Advisor
Aer Lingus, Customer Service Representative
Allingham Arms Hotel, Sales Marketing Manager
Amgen Ireland, Marketing Associate
Aon Ireland, Business Development Representative
Arnotts, Supervisor
BristleBabes, CEO
Dataships, Marketing Assistant & Administrator
DPM Property Services Ltd, Property Administrator/ Apprentice Property Manager
DoDublin, Marketing Team Member
Grey Dog, Digital Marketing Intern
ISIC - International Student Identity Card, Marketing Executive
Iris Dublin Salon, Salon Coordinator/ Salon Manager
Lifestyle Sports, Social Media Executive
Manor Books, Supervisor
Nourish Health Stores, Assistant Store Manager
Peace n Pouch, Co-Founder/ Creative Director
Property Properly, Marketing Executive
Ryanair, Accounts Payable Administrator
Ryanair, Flight Operations Officer
TERSSUS, Co-Founder
The Address Connolly, Duty Manager
The Helix, Marketing Assistant
Thundra, Direct Source Recruiter
Trinnete Ltd, Manager
Virgin Media, AV Account Delivery Executive
Wendy Yolanda Beauty, Founder

Further Study

NCI, MSc in Fintech
NCI, MSc in Management
Queens University Belfast, MSc in Management

Feedback from Students: What stands out to you after your time at NCI

- I loved NCI from the students to the staff it was an amazing 3 years Meeting new people, learning new skills such as making a website & learning how to start up a mini business from scratch
- The Internship 100% got me the industry contacts and reputation to land my current role.

- The main thing that stands out for me was how hands on the course was, I think doing the capstone was way more beneficial to me than just doing a thesis would have been.
- The Capstone Project was the biggest takeaway from my course as it helped me practically learn on the go and put the theory learned to use.
- I learned about e-commerce, marketing, and how analytics work and how they can shape whatever you decide to do in the future.
- Lecturer support was fantastic. Practical modules have really aided me in my day-to-day work life. Time management. Industry knowledge.
- The lecturers were fantastic. The capstone project is great experience and responsibility and allows you to learn the skills you need in this space.
- The lectures were brilliant!
- Location of the campus was accessible and had plenty of amenities.
- Small scale classes made it easier to engage with lectures and collaborate with them
- Careers were fantastic, so helpful, couldn't have asked for more
- Fantastic support From the Careers Service.
- The time lecturers took to go through assignments and help with anything that was needed.

First Destination results of full time honours undergraduate and master degree students - Class of 2023.

Information compiled by
Career Development & Employability.

