

BA (Honours) in Marketing Practice

2018

Results BA (Hons) in Marketing

Results All Full-Time Degree Graduates 2018

Results Full Time Degree and Masters Graduates

Response	89%	90%	91%
Employed	79%	77%	82%
Further Study	19%	19%	12%
Seeking Employment	2%	1.5%	3.5%
Unavailable for work/ Travelling	0%	2.5%	2.5%

Key Points

- 73% percent of those employed are in Graduate level employment
- 24% of BA (Hons) Marketing employed graduates were working with companies who came on campus
- 22% of BA (Hons) Marketing employed graduates have secured roles that were advertised on NCI360.
- 18% of graduates pursued a role in marketing

- Paddy Power Betfair US Sportsbook Risk & Operations Executive
- SDI Marketing (Canada)..... Sales and Marketing Representative
- St Martin Apostolate..... Marketing Assistant
- Swissport Lead Agent
- Three Ireland.....Sales Development Executive
- Tourism Ireland.....Business Partnership Assistant
- Maldron Hotels & Partners...Brand Ambassador

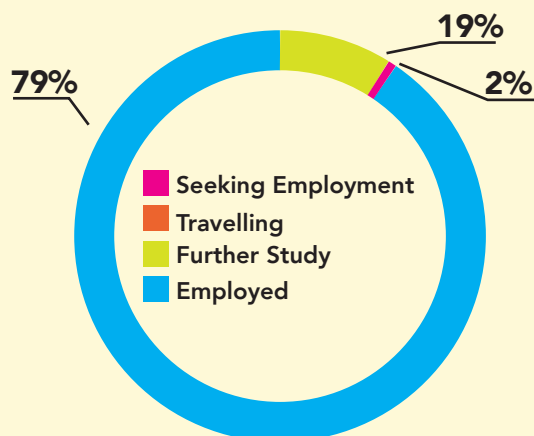
Where are they working now!

Sample of where 2018 graduates were working 6 months after graduation

- AIB Customer Services Official
- AIB Customer Service Advisor
- AIB Client Services
- Bank of Ireland..... Youth Coordinator
- Blue Insurance Marketing Executive
- Bodytonic Music..... Supervisor
- Broadgate Search Recruitment Consultant
-Financial Crime & Compliance
- Children of Mekong (Philippines)..... Sponsorship Program Coordinator
- Dalata Hotel Group Sales and Marketing Graduate
- DFC Capital (Manchester) Operations Associate
- Dropbox Business Development Representative
- Elis Customer Service Representative
- Enterprise Rent a Car..... Management Trainee
- Fidelity International..... Client Services
- Jobbio Business Development Associate
- Gold Core..... Client Services Executive
- Hays..... Recruitment Consultant x2
- Travelhub Ireland Marketing Assistant
& Customer Support Advisor
- IDG (International Data Group)..... Business Development Executive
- Independent Trustee Company..... Client Portfolio Administrator
- Irish Jobs..... Account Manager
- Lizbell Agency (Canada)..... Model
- Lifestyle Sports Sales Assistant
- Nutricia Medical Nutrition Ketogenic & Allergy Marketing Executive UK&IE
- OGM Personal Assistant

Further study

- National College of Ireland MSc Marketing x2
- IT Carlow MSc Digital Marketing
- TU Dublin MSc Advertising
- DCU MSc Management
Aviation Leadership
- UCD Masters in Digital Marketing
- TU Dublin..... MSc Event Management
- IAE Nantes (France)..... Master Bank Insurance Finance
- IESEG School of Management Master in Digital Marketing
& E-Commerce
- University of Angers Masters Foreign Studies
- Kedge Business School Master in Management - Grande



First Destination results of full time honours undergraduate and master degree students - Class of 2018.

Information compiled by Career Development & Employability.

National College of Ireland