



Your degree in  
Marketing

What  
next?



National  
College of  
Ireland

Graduates with a marketing degree can move into all different industries and into a range of roles that range from highly creative to highly analytical and can include individual work as well collaborative team work. There are career opportunities for everyone and graduates from the NCI go into large and small businesses and have progressed to further study across Europe after completing the BA.

Fields in marketing can include advertising, event and exhibition organisers, market researchers, media buyers and planners, PR, social media and content creators, account management, and digital marketing.

Each year the NCI Career Development and Employability Service produces a First Destinations Report based on an annual survey of graduates nine months after graduation.

5 Year Trend	2020	2019	2018	2017	2016
Employed	57%	84%	79%	80%	67%
Further Study	41%	8%	19%	18%	30%
Seeking Employment	0%	8%	2%	2%	3%
Not Available	2%	0%	0%	0%	0%

Table 1. The 5 year trend with regard to BA (Hons) Marketing graduates.

Graduates from the BA (Hons) Marketing Practice Degree have secured general marketing roles in small and large organizations. Marketing executives and assistants have a range of roles ranging from developing brand awareness, working with strategies and content planning, running social media, and organising events.

Some graduates have gone into social media and digital marketing in global consultancies, others have taken on social media and digital marketing roles in agencies and Irish companies. Social media and digital marketing executives work on campaigns, work with creative content, run reports and complete analysis on performance and sales, and use social media and SEO to maximize conversions to purchases. Some graduates go into brand management roles where they are responsible for the overseeing the promotion, sales, image of the brand and its products or services.

Usually, brand managers have experience in marketing or advertising first, but some graduates can secure junior brand management positions.

Many graduates are interested in business development and sales roles. These graduates have deep product knowledge and find commission-based roles attractive. Account management or customer success roles are also popular and may not require the same level of sales drive as they focus enhancing account performance, not acquisition. Graduates can also secure roles in other areas include recruitment, purchasing, risk and operations.

Graduates may also choose to progress to further study options after their degree either to specialise further in an area of marketing, such a digital or advertising or to broaden their business knowledge into new areas.

## Who employs marketing graduates from NCI?

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Graduates who progressed directly to employment have taken up a variety of marketing roles.

The following is a sample of jobs and employers over the past number of years:

### General Marketing

**Blue Insurance** Marketing Executive; **Hardmetal** Marketing Assistant; **Moffett Automated Storage** Marketing Executive; **Nutricia Medical Nutrition** Ketogenic & Allergy Marketing Executive UK & IRE; **Primark** Marketing Assistant; **Sonica** Marketing Executive; **St. Martin Apostolate** Marketing Assistant; **Travelhub Ireland** Marketing Assistant & Customer Support Advisor.

### Digital Marketing and Social Media

**Accenture** Social Media Account Executive; **Accenture** Social Media and Customer Executive; **Autovia** Campaign Executive; **Harvey Norman** Digital Marketing and eCommerce Grad; **Feadóg Teoranta** Social Media and Web Specialist; **WrKit** Junior Marketing Executive.

### Brand Management

**Evolve Marketing** Brand Manager; **Maldron Hotels & Partners** Brand Ambassador.

### Account Management

**FBF Communications** Junior Account Executive; **Fidelity International** Client Services; **Independent Trustee Company** Client Portfolio Administrator; **Lites Group Ltd** Account Executive; **MCL InsureTech Ltd** Customer Experience Sales Associate.

### Business Development and Sales

**Andela** Business Development Analyst; **Dalata Hotel Group** Sales and Marketing Graduate; **Dropbox** Business Development Representative; **IDG (International Data Group)** Business Development Executive; **Jobbio** Business Development Associate; **Marketstar** Inside Sales Rep; **Saica Group** Sales Graduate; **SDI Marketing (Canada)** Sales and Marketing Representative; **Swissport** Lead Agent; **Three Ireland** Sales Development Executive; **Tourism Ireland** Business Partnership Assistant.

### Other Business Roles

**Amazon** Investigation Specialist; **Bank of Ireland** Youth Coordinator; **Broadgate Search** Recruitment Consultant, Financial Crime & Compliance; **DFC Capital (Manchester)** Operations Associate; **Enterprise Rent-a-Car** Management Trainee; **Hays** Recruitment Consultant; **Irish Jobs** Account Manager; **Lifestyle Sports** Buying Assistant; **Paddy Power Betfair** US Sportsbook Risk & Operations Executive.

### Further Study

**DCU** MSc Management Aviation Leadership

**DCU** MSc Digital Marketing

**IT Carlow** MSc Digital Marketing

**National College of Ireland** MA HRM

**National College of Ireland** MSc Int. Business

**National College of Ireland** MSc Management

**National College of Ireland** MA Marketing

**Queen's University Belfast** MSc Marketing

**TUD** MSc Advertising

**TUD** MSc Event Management

**UCD** MSc Digital Marketing

**UCD** MSc Marketing and Retail Innovation

**UCD** MSc Marketing

**UCD** MSc Marketing Practice

**University of Liverpool** MSc Marketing and Management

For much more detailed information and resources relating to a career in Marketing, career paths and vacancy sources are available both from the Careers Team and our website [www.ncirl.ie/careers](http://www.ncirl.ie/careers)

## Career paths of past NCI graduates

<b>2016</b> BA Marketing	<b>2014 – 2020</b> HSE, Support Staff	<b>2018</b> The Merrion Hotel, Marketing Intern	<b>2018 – 2020</b> DCU, MSc Digital Marketing	<b>2019</b> Viva Air, Brand Ambassador	<b>2020 – 2021</b> ACB Group, Digital Marketing Executive
<b>2017</b> BA Marketing	<b>2018</b> MSc Marketing NCI	<b>2018 – 2019</b> Ryanair, Marketing Executive (Graduate)	<b>2019 – 2020</b> Ryanair, Social Media Specialist	<b>2020</b> ServiceNow, Social Media Executive	<b>2021</b> ServiceNow Snr SM Specialist
<b>2016</b> BA Marketing	<b>2017 – 2018</b> Grant Thornton Case Executive	<b>2018 – 2020</b> Grant Thornton, ACCA Trainee	<b>2020 – 2021</b> Grant Thornton, Financial Services Consultant		
<b>2016</b> BA Marketing	<b>2016</b> Hair Matters, Digital Marketing Internship	<b>2016 – 2017</b> SAP, Digital Demand Agent	<b>2017 – 2018</b> Fitzwilliam Institute, MSc PR and Advertising	<b>2017 – 2018</b> Aungier Danger PR Intern and Barista	<b>2017 – 2021</b> Burrell Marketing and Publicity, Account Manager

