

# MASTER OF SCIENCE IN MARKETING

## FACTFILE

### Delivery

Blended - Livestream with some Campus and/or Campus Stream classes, scheduled in advance. See page 4 for more information.

### Application

Apply online at [www.ncirl.ie](http://www.ncirl.ie)

### Start Date

Sept 2022

### Part-time Schedule

#### Indicative Schedule

Monday and Wednesday  
18.00 - 21.00 plus some  
Saturday workshops

#### Fees

€4,150 per annum  
(€8,300 total fee)  
(Fees revised annually)

#### Duration

2 full calendar years: 5 semesters;  
4 taught semesters and a final  
dissertation to be submitted in  
the final year



### Full-time Schedule

#### Indicative Schedule

Students need to be available 09.00-17.00 Mon – Fri.  
Full-time students may also be required to attend classes  
after 5pm. (Class days and times vary)

#### Duration

September Starts  
1 year taught plus a final  
dissertation: 2 semesters  
(Sep-Dec and Jan-May)  
Dissertation due in August

#### January Starts

(where available and subject to  
numbers) 1 year taught plus a  
final dissertation: 2 semesters  
(Jan-May and Sep-Dec)  
Dissertation due in May the  
following year

#### EU Fee

€8,300 total fee (EU/Ireland applicants) (Fees revised annually)

### Course Description

The MSc in Marketing has been specifically designed with the needs of current and future marketing professionals and managers in mind. The course will equip you with a comprehensive understanding of key foundations of the marketing discipline as well as providing you with a detailed understanding of the contemporary marketplace. In addition, you will learn how to apply the latest marketing theory and practice in an increasingly complex digital marketing environment.

The programme comprises a carefully selected range of both contemporary and fundamental marketing topics such as: integrated marketing communications, brand management, postmodern marketing and digital marketing strategy, and thus caters for multinational organisations, indigenous SME initiatives and entrepreneurial enterprises. The ethos of this programme is to work in tandem with industry, ensuring that graduates are competent, well-versed marketers, possessing the up-to-date knowledge and application skills necessary to develop and drive successful commercial (and non-commercial) enterprises. The programme offers students real insight and experience into how to plan and execute marketing campaigns and strategies in actual organisations, enabling our graduates to enter management roles, hitting the ground running.

'Block teaching' is used to provide more in-depth development of knowledge for each module. This means that the course is delivered one module at a time to allow full immersion in each subject. An applied approach to teaching is used within the programme with lectures interspersed with exercises, use of case study analysis, group activities in class, debate on contemporary issues as well as independent learning.

### Who is the course for?

The course is aimed at those seeking to advance their studies and/or professional career in marketing and its related fields.

### Award and Progression

The MSc in Marketing course is awarded by QQI at level 9 on the National Framework of Qualifications. This award will allow transfer to level 9 research degrees and in some cases progression to taught doctoral courses at level 10 on the NFQ.

### Entry Requirements

Applicants are required to hold a minimum of a level 8 qualification in a cognate discipline (i.e. a business related honours degree) or equivalent on the National Framework of Qualifications. The college operates a Recognition of Prior Experiential Learning (RPEL) scheme meaning non-graduates with extensive professional experience and/or other prior qualifications may be considered for the course.

### Laptop Requirement

All students applying to NCI must have access to a laptop that will allow them to attend classes online and, where relevant, to participate in on-campus learning. Some students may be able to avail of the Student Laptop Loan Scheme, subject to eligibility. See page 77 for more information.

## COURSE CONTENT

In the part-time schedule in year 1, students undertake five core modules plus one elective in semester 2. In year 2, a further three core modules along with one elective are undertaken. In addition, in year 2 of the programme, students are required to complete a ten-credit research methods module which runs across semester 1 and 2.

### Core Modules

- Marketing in the 21st Century
- Digital Marketing Strategy
- The Contemporary Consumer
- Integrated Marketing Communications in a Digital Age
- Services Marketing
- Market Research
- Innovation, Creativity and Entrepreneurship
- Marketing Metrics and Accountability
- Brand Management
- Research Methods
- Dissertation

### Elective Modules

- Strategic Social Media Marketing and Public Relations
- Marketing Insights and Customer Relationship Management
- The Social Conscience of the Consumer
- Postmodern Marketing
- Management of Innovation and Technology
- Selling to the Modern Customer
- Strategic Project Management

Availability of elective choices is subject to student numbers. The course content as shown is for indicative purposes. The college reserves the right to re-order the schedule of modules offered.

Note that all modules count towards the final award classification.

“I had a degree in business but I wanted to specialise in marketing so the course was really useful to me.”

### Student Profile

Aine Nolan  
MSc in Marketing



# COURSE DELIVERY

## for 2022/23

The majority of NCI's part-time programmes featured in this prospectus will be delivered in a blended format for 2022/23.

In most programmes this will mean the majority of the programme content will be delivered online but with some on-campus sessions. This will vary with the programme, but the breakdown of your course will be communicated to you in advance, and you will be able to plan for any required campus elements.

Across courses the following delivery methods may be employed:

**Campus** – The learning event (lecture, tutorial, laboratory, or seminar) takes place face to face on campus.

**Livestream** – The learning event takes place online.

**Campus-stream** – The learning event takes place face to face on campus and is simultaneously streamed online.

**Directed e-learning** – There are specified tasks to be carried out by students during a designated time interval (such as viewing a video, taking a quiz)

How these elements are broken down for each course will be available on the course pages on [ncirl.ie](http://ncirl.ie).

In some instances, recorded lectures may also be available.

### **Bring Your Own Device**

Given the amount of online content in these programmes it is a requirement that all students applying to NCI have access to a suitable laptop and broadband that will allow them to engage with online and other classes. A student laptop loan scheme is available for eligible students. See page 77.