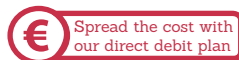


MASTER OF SCIENCE IN MARKETING

FACTFILE



Application

Apply online at www.ncirl.ie

Part-time Schedule

Duration

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

Delivery

Blended – Livestream (online) classes with some campus classes and some in-person exams, scheduled in advance.

Start Date

Sept 2024

Indicative Timetable

Monday and Wednesday 18.00 - 21.00 plus some Saturday workshops (on campus)

Fees

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

Full-time Schedule

Duration

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

Delivery

On-campus face-to-face classes

Start Date

Sept 2024

Indicative Timetable

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.

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. You will learn how to apply the latest marketing theory and practice in a dynamic business environment, within increasingly complex digital, ethical and sustainability parameters.

The programme comprises a carefully selected range of both contemporary and fundamental marketing topics such as: integrated marketing communications, brand management, digital marketing practice and sustainability and thus caters for multinational organisations, indigenous SME initiatives and the not-for-profit sector, among others.



The programme offers students real insight and experience into how to plan and execute marketing campaigns and strategies through the use of case studies and projects, where possible in conjunction with industry, 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 nongraduates 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 87 for more information.

COURSE CONTENT

Full-time students will complete four core modules in Semester 1, followed by 5 core modules in Semester 2. In the part-time schedule in Year 1 students undertake four core modules - two per Semester. In Year 2 there are two modules in Semester 1, three in Semester 2.

Both cohorts are required to complete a ten-credit research methods module which runs across Semester 1 and 2 (this occurs in Year 2 for the part-time cohort).

Core Modules

- Marketing in the 21st Century
- The Contemporary Consumer
- Integrated Marketing Communications
- Sustainability, Strategy and Society
- Brand Management
- Digital Marketing Practice
- Innovation, Creativity and Entrepreneurship
- Marketing Metrics and Accountability
- Critical Marketing Studies
- Research Methods
- Dissertation

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