

MASTER OF SCIENCE IN MARKETING

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 2026

Indicative Timetable

Students need to be available 09.00-17.00 Monday – Friday. Classes may be scheduled after 5pm. Class days and times vary.

EU Fee

€8,500 total fee
(EU/Ireland applicants)
(Fees revised annually)



Application: Apply online at www.ncirl.ie

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.

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 83 for more information.





COURSE CONTENT

Full-time students will complete four core modules in Semester 1, followed by 5 core modules 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.