

MSC MANAGEMENT & MARKETING

THE MARKETING INSTITUTE AND TU DUBLIN SHAPING THE MARKETING LEADERS OF TOMORROW

I use 70% of my postgraduate knowledge every single day in my work

Jackie Ffrench,
former MSc student



This MII and TU Dublin partner programme has been developed specifically for successful graduates of the Postgraduate Diploma in Management & Marketing looking to bring their career to the next level by undertaking the MSc in Management & Marketing.

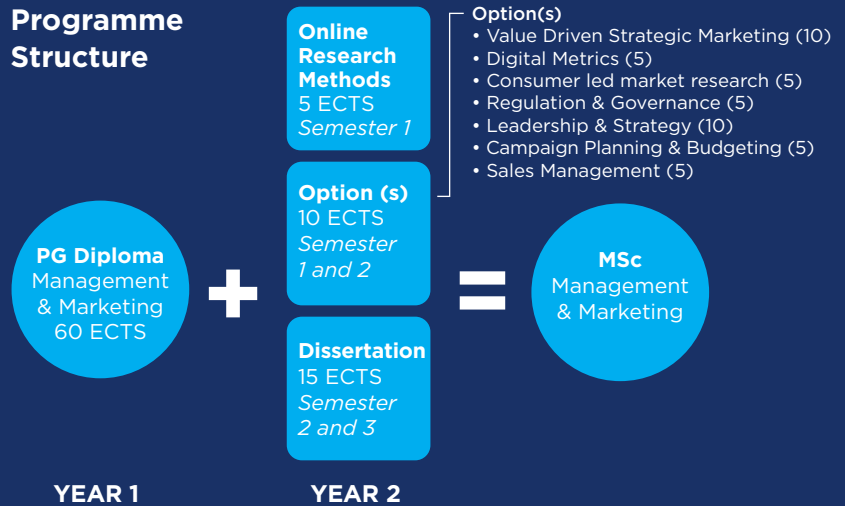
FIND OUT MORE
AT WWW.MII.IE



MSc IN MANAGEMENT & MARKETING

The MSc in Management & Marketing is a 1 year 30 ECTS top-up programme aimed at those who have successfully completed the Postgraduate Diploma with a 55% average.

Programme Structure



KEY INFORMATION

Award: The MSc is a level 9 award on the National Framework of Qualifications, and is accredited by Technological University Dublin

Duration: Part-Time, 12 months

Start Date: September

Location: TU Dublin, Aungier Street campus, Dublin 2

Fees: €3,700

The MSc in Management and Marketing is only available to students who complete the Postgraduate Diploma in Management and Marketing at the required level (a 55% average required in the Postgraduate Diploma).

Note: Due to the considerable competition for our postgraduate programmes satisfying the minimum entry requirement is not a guarantee of a place. Applications will be assessed based on your academic grades and will take into account your work/life experience. Applicants may also be required to attend for interview for specific programmes.

If you would like to find out more about the MSc programme please contact sarah.strange@tudublin.ie

WHY CHOOSE THIS COURSE?

- Select the specific module areas which are of interest to you.
- Dissertation project enables you to develop a significant piece of research which is largely self-directed and self-motivated.
- Opportunity to specialise in a subject discipline and/or sector which may subsequently become a focus of career aspiration.
- You will work closely with supervisors in the development of research skills and in meeting the demands of a sustained project, which includes organisation, writing-up and editing.

All students on the programme will complete the 'Research Methods' module, which will be delivered online. You will then select another module from those listed below (with possible amendments to these offerings):

- Campaign Planning
- Consumer Led Market Research
- Digital Metrics & Analytics
- Regulation & Governance
- Sales Management
- Strategy & Leadership
- Value Driven Strategic Driven Marketing

Dissertation – Semesters 2 & 3

The dissertation is the capstone of this programme and when completed it signifies your individual competence as a Management & Marketing researcher. The dissertation enables students to conceptualise, develop and realise a significant piece of research which is largely self-directed and self-motivated.

While building on the taught courses, particularly the theoretical and methodological elements, it will offer you the chance to concentrate on and specialise in a subject discipline and/or sector which may subsequently become a focus of career aspiration. You will work closely with supervisors in the development of research skills and in meeting the demands of a sustained project, which includes organisation, writing-up and editing.

Previous dissertations have researched diverse areas such as:

- Strategy formulation and implementations of SMEs
- Technology and adoption in the dental sector
- Investigating the relationship between UX design and ROI for businesses
- Sustainable marketing and millennials
- Leadership in education