

## MSc Marketing Innovation\*

Reach your full potential with the power of analytics by undertaking our cutting-edge MSc programme.

- **NFQ LEVEL 9**
- **MARKETER PATHWAYS STAGES 3 AND 4**
- **16 MONTHS, PART-TIME**
- **HYBRID LEARNING**
- **PROGRAMME CODE: TU354**

Providing a wide-ranging and agile education in the rapidly changing world of technological development, our MSc programme will empower you to make the most of new technologies to transform your career.

Designed for mid- to senior-level marketing professionals, our MSc will equip you with the tools to turn insights into action and make incisive decisions to accelerate both business growth and personal development.

### IS THIS PROGRAMME FOR YOU?

Our MSc is designed for marketers passionate about the power of analytical assessment, data-driven decision making, insight generation and measurement to create real impact in their career and their industry.

### WHAT WILL YOU ACHIEVE?

This MSc will empower you to:

- Design and implement analytics-guided digital marketing strategies
- Develop compelling business cases for digital marketing investment

- Interweave and deploy analytics insights
- Align digital marketing strategies to customer needs and expectations
- Sharpen critical decision-making skills to ensure evidence-based investment

### WHAT WILL YOU STUDY?

- Marketing Analytics
- Strategic Marketing
- Data Protection & Privacy for Marketers
- Emerging Technologies
- Sustainability Leadership
- Integrated Marketing Communications
- Consumer Insights
- UX & Design Thinking
- Dissertation
- Management Consulting Project
- Research Methods

This MSc programme consists of a number of core, shared and elective modules.

\*Subject to validation

To learn more please contact  
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