

## Postgraduate Diploma in Marketing & Management for Non-Business Graduates

Discover how to understand and apply the principles and practice of marketing to cultivate a flourishing career.

- **NFQ LEVEL 9**
- **MARKETER PATHWAYS STAGES 3 AND 4**
- **ONE YEAR, PART-TIME**
- **HYBRID LEARNING**
- **PROGRAMME CODE: TU360**

The programme provides the opportunity for graduates in non-business disciplines to experience an accelerated business studies programme over two Semesters of part-time studies leading to a Post Graduate Diploma in Management and Marketing.

You will be challenged by a full and rigorous business curriculum and by a peer group of like-minded professionals seeking to develop their business credentials. There will be a pathway to Masters level study for students achieving honours level performance.

### IS THIS PROGRAMME FOR YOU?

MII has designed this diploma to educate and empower mid- to senior-level professionals who want to step into or step up in business and marketing.

### WHAT WILL YOU ACHIEVE?

You'll gain vital skills and knowledge, and learn how to apply innovative thinking in practice from our Marketing Seminar Series, which is delivered by field experts and tailored to your experience.

During the course, you'll complete a management consulting project in

collaboration with the Guinness Enterprise Centre to identify start-up companies for group projects, and you'll also generate and deploy business growth strategies for a real-life client.

In addition, you work to identify clear personal ambitions and create an actionable career plan designed to help you achieve them.

### WHAT WILL YOU STUDY?

#### SEMESTER 1

- Marketing Fundamentals
- Introduction to Finance
- Contemporary Management
- Essentials of Economics

#### SEMESTER 2

- Strategic Marketing Management
- Integrated Marketing Communications
- Consumer Behaviour
- Doing Business Globally
- Marketing Seminar Series throughout semesters 1 & 2
- Team Consulting project

To learn more please contact  
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