

MII EDUCATION

**Be better. Do better.
Invest in you.**

Transform your marketing
knowhow with our leadership,
executive and small business
marketing programmes.

Global expertise

local knowledge & academic rigour

Empowering excellence

Marketing Institute Ireland (MII) is the professional body for marketers. The MII is dedicated to empowering marketers to succeed and to drive transformation in marketing and business.

We aim to:

- reframe marketing
- strengthen the standing of the profession
- educate, enable and empower marketers at all stages of their career.

We want marketers like you to have the foresight, insight and expertise to become transformational leaders, drive business performance and contribute to the wellbeing of the economy and society.

Our vision

For marketing to be acknowledged as the key value creator for business and for Ireland to be recognised as a global hub for marketing expertise.

Our strategy

We aim to play a pivotal role in bringing this about through strategic and creative partnerships that inform innovative

Quality, innovative, business-focused, applied education and lifelong learning is at the core of our programmes.

education, lifelong learning, research and learning experiences that future-proof careers and improve marketing effectiveness and impact.

Quality, innovative, business-focused applied education and learning is at the core of our programmes. The relevance of our programmes addresses the needs of employers and marketers alike.

Why you should study with MII

To educate marketing professionals and help them realise their potential, we draw on our deep understanding of both the local landscape and the global business environment.

We strive to ensure the education we provide is rooted in the real world. When you study with us, you not only gain relevant knowledge, but also develop the skills and insight you'll need to apply that knowledge to make meaningful change.

Be better. Do better. Invest in you and add value.

Jenny Bishop

Director of Learning Solutions

Be better. Do better.



Reframe

MARKETING

EDUCATION ANCHORED IN REAL WORLD NEEDS

MII commissioned an independent research study, undertaken by Core Research* to identify the existing and future skills requirements in Ireland.

Business leaders (CEO's, CMO's and CFO's) were asked about the most critical skills and competencies needed across the business and marketing landscape in Ireland and globally.

While marketing is highly valued, our research results clearly show gaps across areas such as digital, technical and operational know-how, and in terms of

softer skills such as change management, emotional intelligence and decision-making.

MII is using these findings to continuously inform our programme development, ensuring our education and lifelong learning aligns with our members' needs, and those of the wider marketing and business sectors.

** Market research conducted April '21. A telephone survey and qualitative in-depth interviews were carried out, alongside MII membership survey. Over 235 participants took part in the research.*



MII is using insights to inform how we develop our programmes, ensuring our education and lifelong learning aligns with our members' needs.

ANCHORED

in the real world

Marketer Pathways: a bespoke competency framework

We will evolve the framework continually to reflect the changing business and consumer environment in Ireland and worldwide.

Be better. Do better.

True professional development education is tailored to those it serves. MII designed and developed the Marketer Pathways Competency Framework specifically for the marketing profession. It's divided into three key streams:

- **Marketing**
- **Business**
- **People**

The framework will help marketers like you and employers to understand the capabilities needed for the job you have now and those required for future roles.

The framework enables marketing professionals and their teams to:

- identify their current career stage
- identify where they would like to be
- understand how to get there with a personalised development plan

MIl programmes align with the competencies within the framework, making clear to marketers which ones are relevant to their personal development plans so that they can address any critical skills gaps.

Discover our programmes

Be better. Do better.

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BERKELEY GLOBAL

Marketing Leadership Programme



Accelerate your career with this unique, trailblazing programme, which offers a 360-degree perspective on the role of marketing in digital transformation management.

- **MARKETER PATHWAYS STAGES 5 AND 6**
- **SIX MONTHS, PART-TIME**
- **ONLINE LEARNING & IN-PERSON US TRIP**

The best marketing leaders are inspiring influencers and strategic change-makers. To become one, you need to be considered and decisive in your career planning, as well as in your work.

A ONE-OF-A-KIND LEADERSHIP PROGRAMME

MII recently embarked on a strategic partnership with Berkeley Global, the continuing education division of the University of California, Berkeley (UC Berkeley). Our shared ambition is to empower CMOs to lead digital transformation in their organisations.

Together with US and Irish industry thought leaders, we have developed this programme, which is the only marketing

leadership programme in Ireland. It combines consumer-centric marketing with data-driven business and agile leadership.

BESPOKE EXCELLENCE IN LEARNING

The programme features UC Berkeley's unique 4-Level Learning approach, an advanced intensive learning approach based on leading neuroscientific education research. This structure minimises repetition and maximises the speed to understanding.

The content and curriculum drawn on in-depth study of the latest research and the practices of leading industry experts in digital transformation management and marketing. The programme has been built on the pillars of the MII's marketing competency framework and industry access, and the academic rigour and prowess of Berkeley Global.

Partnering for

EXCELLENCE

MII is committed to growing, developing and enhancing the marketing profession through our dedication to continued education and life-long learning.

Building on the distinguished past of DIT, TU Dublin is Ireland's first technological university, where students learn in a practice-focused environment with industry, enterprise and innovation at the heart of everything it does.

TU Dublin is aligned to the purpose of the MII, with its passion for life-long learning, collectively making an important contribution to the economic life of Ireland and enabling capacity-building for the future.

HOW YOU CAN BENEFIT FROM THIS PARTNERSHIP

This partnership ensures our students have an optimal learning experience, with:

- industry access and networking opportunities through MII
- academic robustness through TU Dublin

Together, the MII and TU Dublin offer a learning culture that cares for people, and offers space for new ideas, relationships and networks. Ultimately, this gives our students the opportunity for true personal and professional development.

MSc Digital Marketing Innovation

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

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

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

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

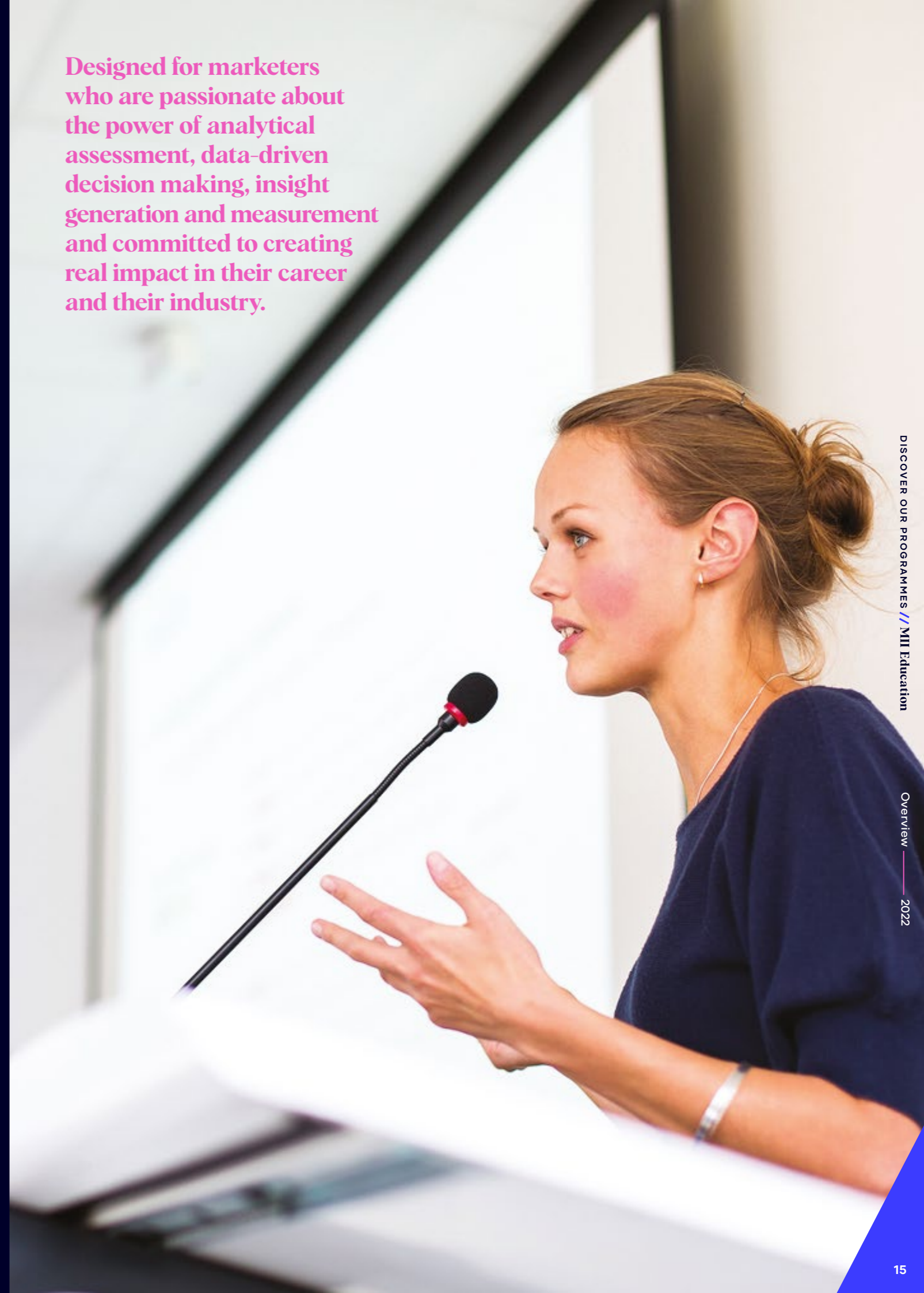
WHAT WILL YOU STUDY?

- 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.

Designed for marketers who are passionate about the power of analytical assessment, data-driven decision making, insight generation and measurement and committed to creating real impact in their career and their industry.





Our postgraduate diploma will equip you with the tools to turn your expertise into strikingly fresh strategies.

Postgraduate Diploma in Management & Marketing

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 Sarah Strange, Programme Manager sarah.strange@tudublin.ie

MSc Management & Marketing

This top-up MSc programme offers non-business graduates an opportunity to continue their journey to an MSc in Marketing and Management.

- **NFQ LEVEL 9**
- **MARKETER PATHWAYS STAGES 3 AND 4**
- **ONE YEAR, PART-TIME**
- **HYBRID LEARNING**
- **PROGRAMME CODE: TU 361**

IS THIS PROGRAMME FOR YOU?

This MSc programme is a 12 month 30 ECTS top-up programme. It is only open to students who complete the Postgraduate Diploma in Management and Marketing (see p8), having secured at least a 55% average mark, and it builds on the skills and competencies they developed while studying for that diploma.

WHAT WILL YOU ACHIEVE?

This programme effectively enables you to build your own path to achieving the qualification, by choosing the subjects that are of particular interest to your current role and your future career development.

WHAT WILL YOU STUDY?

This programme is set up on a design-your-own model, in which you must study research methods, but can then choose the modules that are best for you to attain the 30 ECTS credits required. You complete the programme by producing a final dissertation focused on your topic or industry of choice.

MODULES

Online Research Methods (5 ECTS)

And choose modules from this list (25 ECTS total)

- Value-Driven Strategic Marketing (10)
- Digital Metrics (5)
- Consumer Led Market Research (5)
- Regulation & Governance (5)
- Leadership & Strategy (10)
- Campaign Planning & Budgeting (5)
- Sales Management (5)

Our MSc programme will empower you to make the most of new technologies to transform your career.



Stackable Education

MII and TU Dublin has developed a stackable approach to education offering marketing professionals lifelong learning opportunities. We provide and promote multiple entry points with clear progression pathways to enable and encourage continued learning.

This structure ensures there is a flexible approach to learning for the profession, which aligns with an evolving global landscape:

MSc Marketing Innovation

Stackable modules – On successful completion MSc module exemptions apply

MODULE	DURATION	STACKABLE	ECTS
Marketing Analytics	1st & 2nd Semester	Yes	15
Strategic Marketing	1st Semester	Yes	10
Data Protection & Privacy for Marketers	Cross Semester	Tbc	n/a
UX & Design Thinking	Accelerated delivery 6 sessions over 3 weeks	Yes	5
Consumer Behaviour	2nd Semester	No	n/a
Integrated Communications	2nd Semester	No	n/a
Market Research	Accelerated delivery 8 sessions over 4 weeks	Yes	5

PgDip Marketing & Management

Stackable modules – On successful completion MSc module exemptions apply

MODULE	DURATION	STACKABLE	ECTS
Marketing Fundamentals	1st Semester	No	n/a
Introduction to Finance	1st Semester	Yes	5
Contemporary Management	1st Semester	No	n/a
Essentials of Economics	1st Semester	No	n/a

Executive Diploma in Strategic Digital Marketing

Gain a thorough understanding of how to develop and implement an effective digital marketing strategy.

- **NFQ LEVEL 8**
- **MARKETER PATHWAYS STAGES 2, 3 AND 4**
- **12 WEEKS, PART-TIME**
- **ONLINE LEARNING**

IS THIS PROGRAMME FOR YOU?

Unlike other strategic digital marketing programmes, this diploma is tailored to marketers. We have specifically designed it for those who want to accelerate their career in marketing, by transitioning into a more senior role or shifting into a different role.

WHAT WILL YOU ACHIEVE?

You'll gain an excellent grounding in digital marketing theory and practice from both academic specialists and industry experts. As you work through the course, you'll get a rigorous and solid immersion in how to organise, plan, implement and control a digital marketing strategy within a broader strategic framework

You will explore how digital marketing can create customer value and learn how to evaluate alternative business and revenue models through a critical lens.

The programme is one of the MII stackable programmes. Students who complete this programme may continue on and complete the **MSc Digital Marketing Innovation (see p14)**, with an exemption from this module.

WHAT WILL YOU STUDY?

CORE MODULES

- Digital marketing strategy
- Design thinking
- SEO analytics
- Mobile marketing
- Conversion rate optimisation
- Digital display advertising
- Google ads
- Data strategy & analytics
- E-commerce
- Emerging technology
- Future of digital
- Social media

Executive Diploma in Analytics for Marketers

Discover how to use data and analytics to make decisions on how to allocate key resources and measure return on investment.

- **NFQ LEVEL 9**
- **MARKETER PATHWAYS STAGES 2, 3 AND 4**
- **24 WEEKS, PART-TIME**
- **ONLINE LEARNING**

IS THIS PROGRAMME FOR YOU?

This diploma is for mid- to senior-level marketers keen to understand and make use of the power of analytics in marketing.

WHAT WILL YOU ACHIEVE?

You'll be immersed in analytics, and given the theory and tools to understand and apply the power of analytical assessment and measurement.

Over the course, you'll work through an analysis of the customer journey, from prospect lead to engaged customer, while also examining customer lifecycle and lifetime values.

A core strand of the course is learning how to use Python and Tableau to manipulate and analyse data.

The programme is one of the MII stackable programmes. Students who complete this programme may continue on and complete the **MSc Digital Marketing Innovation (see p14)**, with an exemption from this module on that course.

WHAT WILL YOU STUDY?

You'll learn through a blended approach of lectures, laboratory work and case studies, which will be used to stimulate discussion, analysis and decision-making.

CORE MODULES

- Web analytics
- Data quality
- Data-driven goal setting and KPIs
- Data management
- Data visualisation
- Data analysis theory and tools
- Statistics for marketing

Executive Diploma in Finance for Marketers

Learn the main financial concepts managers need to know, and find out how the analysis and application of accounting information can inform management and marketing decisions.

- **NFQ LEVEL 8**
- **MARKETER PATHWAYS STAGES 2, 3 AND 4**
- **12 WEEKS, PART-TIME**
- **ONLINE LEARNING**

IS THIS PROGRAMME FOR YOU?

Financial literacy and acumen is vital to managers. The MII has specifically designed this diploma for marketers and businesspeople who want to enhance their career prospects by gaining an understanding of the main finance concepts managers need to know.

WHAT WILL YOU ACHIEVE?

Over the programme, you'll come to understand and critically evaluate the financial information accountants produce. You'll also learn how to contribute in a meaningful way to management and marketing decisions based on the analysis of management accounting data.

Furthermore, you'll gain the tools and the insight to evaluate alternative sources of finances and assess potential sources of investment.

The programme is one of the MII stackable programmes. Students who complete this programme may continue on and complete the **Postgraduate Diploma in Marketing & Management (see p15)**, with an exemption from this module on that course.

WHAT WILL YOU STUDY?

You'll learn through a blended approach of lectures, assignments and case studies, which will stimulate discussion and offer you and your classmates financial information to analyse.

CORE MODULES

- Breakeven analysis
- Budgeting and forecasting
- Investment appraisal
- Sources of finance for businesses
- Pricing decisions and strategies
- Working capital management and cashflow

Executive Diploma in Data Protection & Privacy for Marketers

Ensure you have the skills, knowledge and competencies you need to understand and ensure all your organisation's marketing work is fully GDPR-compliant.

- **NFQ LEVEL 8**
- **MARKETER PATHWAYS STAGES 3 AND 4**
- **TWO-DAY WEEKEND COURSE**
- **ONLINE LEARNING**

IS THIS PROGRAMME FOR YOU?

Senior marketers need an excellent grasp on data privacy and other compliance issues. MII has designed this diploma specifically for business owners and managers who want to ensure they have the skills and knowledge to be fully GDPR-compliant.

WHAT WILL YOU ACHIEVE?

The diploma offers a practical route to competency in GDPR compliance management. You'll learn how to:

- manage the impact of GDPR
- identify ethical dilemmas
- successfully write a GDPR implementation plan
- monitoring and control your plan
- understand specific preparation strategies to be GDPR-compliant.

This is a summer school module for the **MSc Digital Marketing Innovation (see p14)**.

WHAT WILL YOU STUDY?

CORE MODULES

- Behavioural advertising regulation
- Contracts of sales
- Data protection and privacy
- Data retention and storage
- Legal versus self-regulation
- Jurisdiction and governance issues

Executive Diploma in UX and Design

Build your understanding of how to make and apply innovative design decisions by uncovering and empathising with customers' needs and wants.

- **NFQ LEVEL 8**
- **MARKETER PATHWAYS STAGES 3 AND 4**
- **SIX CLASSES OVER TWO WEEKS**
- **ONLINE LEARNING**

IS THIS PROGRAMME FOR YOU?

The best marketers are innovation powerhouses. MII has designed this diploma specifically for anyone who wants to advance or change their career.

WHAT WILL YOU ACHIEVE?

You'll gain an in-depth knowledge of design thinking and come to understand its applications. You'll learn how to implement design thinking philosophy to marketing practices, and take time to reflect critically on the development of new products and services, and how technology affects human behaviour.

The programme is one of the MII stackable programmes. Students who complete this programme may continue on and complete the **MSc Digital Marketing Innovation (see p14)**, with an exemption from this module on that course.

WHAT WILL YOU STUDY?

You'll learn through a blended approach of lectures, case studies and assignments. As a result, you'll become competent in applying collaborative, learning and problem-solving approaches based on deep consumer research and testing.

CORE MODULES

- Tools and techniques of design thinking
- Design thinking
- Leadership and organisational culture
- Usability testing
- Consumer research and personal development
- Design for impact and social impact
- Strategic innovation management
- Practical prototyping
- Service design

CMO Masterclasses

Learn from global marketing practitioners and academics with our CMO Masterclass series.

- **MARKETER PATHWAYS STAGES 5 AND 6**
- **3.5 HOUR SESSION PER MASTERCLASS**
- **ONLINE LEARNING**

The more insight you have, the more you can lead with clarity and conviction. MII has developed a suite of masterclasses for senior-level marketers who want to take a deep dive into a specialised topic, to enable them to make insightful business decisions.

SHOULD YOU TAKE A MASTERCLASS?

The series is focused on helping you develop the specific knowledge, skills and mindset required of senior marketing leaders.

MIl brings industry thought leaders and specialists to educate, guide and inspire Ireland's senior marketers. By taking a morning or afternoon out to build more specialist knowledge, you can return to work with new energy and insight.

WHAT CAN YOU ACHIEVE?

Supercharge your ability to analyse data, campaigns, customer behaviour and more. Bring new perspective to your current role and responsibilities, and be inspired to think laterally and introduce more innovative ideas to your team.

WHAT COULD YOU LEARN ABOUT?

Keep an eye on our website or our Marketing Insider email newsletter to discover upcoming sessions. Recent CMO Masterclasses have covered topics such as:

- Behavioural Economics
- Behavioural Science
- B2B Marketing for Contrarians
- Creating Strategic Marketing Foresight
- Econometrics

Certificate in Growth Marketing (Springboard-funded)

Gain data-driven digital growth marketing skills to grow your business and solve your customers' needs.

- **MARKETER PATHWAYS ALL STAGES**
- **12 WEEKS (ONE 3-HOUR CLASS PER WEEK)**
- **ONLINE LEARNING**

IS THIS CERTIFICATE FOR YOU?

MIl has designed this course to empower solopreneurs and people working in SMEs and microbusinesses who are not from a marketing background, to acquire, convert and scale their customer base using digital tools and a growth mind-set.

WHAT WILL YOU ACHIEVE?

On this course, you'll learn how to help your business stand up, start up and scale up using a growth marketing approach. You'll become familiar with the growth strategies, tactics and tools used by the world's leading growth teams, including many useful cloud software tools designed for digital transformation.

WHAT WILL YOU STUDY?

The key to this course is a truly flipped-classroom approach to learning. There's a strong emphasis on developing practical learning opportunities you can harness as you upskill or reskill to bring marketing skills to organisations who have a gap in this area.

You'll also be guided by expert mentors and industry leaders as you complete a growth marketing plan for your business.

CORE MODULES

- Data Driven Growth Marketing Strategies
- Digital Technologies
- Digital Transformation Journeys
- Growth Marketing Planning
- Customer Acquisition
- Customer Conversion
- Customer base scaling

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Be better. Do better.

THE MARKETING INSTITUTE OF IRELAND

We are committed to growing, developing, and enhancing the marketing profession through continued education and life-long learning.

OUR PURPOSE

- Strengthen the standing of the marketing profession
- Educate marketers at all stages of their career
- Empower marketers with the foresight, insight and expertise to become transformational leaders, drive business performance and make a wider contribution to the world

ENJOY THE BENEFITS OF MII MEMBERSHIP

You can avail of discounted fees, access to industry-leading events, and continuing education & lifelong learning opportunities by joining our community as a member of MII.

FIND OUT MORE

Want to turboboost your marketing career? Visit our website (mii.ie) to learn more about any of these courses, including fees, dates and contact information.

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