

# MARKET YOUR CAREER FORWARD

POSTGRADUATE DIPLOMA IN  
MANAGEMENT AND MARKETING

With 90/100% Springboard+  
Funding, costs €590

12 Months - Hybrid - NFQ Level 9

Starts 17th September 2024

**REGISTER NOW**



Springboard+ and HCI Pillar 1  
are co-funded by the  
Government of Ireland and the  
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Government of Ireland



Arna chomhchistú ag  
an Aontas Eorpach  
Co-funded by the  
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HEA | HIGHER EDUCATION AUTHORITY  
AN tUdaráis um Ard-Oideachas



# GETTING STARTED

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# PROGRAMME OVERVIEW

## How is this course delivered?

12 months | 3 semesters

From **September until May** the course will be delivered in a hybrid format; combining both in-person and online lectures. Classes are held on a Tuesday and Thursday evening from 6 to 10pm, delivered on TU Dublin's Auniger Street campus and online.

Semester 3, from **June until August**, students will engage in the programme's capstone project - the management consulting project.



## What you will get from this course?

The course provides the opportunity for graduates in Engineering, Science, IT, Humanities, Law and other non-business disciplines to experience an accelerated business studies programme over two Semesters of part-time studies leading to a Postgraduate 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. Lastly, graduates become members of the MII, which offers networking opportunities and continued professional development.

# COURSE OVERVIEW

The course provides the opportunity for graduates in Engineering, Science, IT, Humanities, Law and other non-business disciplines to experience an accelerated business studies programme over two Semesters of part-time studies leading to a Postgraduate 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.

By enrolling in this course, you will acquire valuable insights and hands-on experience in managerial and marketing activities that will help you advance your career, leverage growth opportunities for your business, or enable your team to drive success on the international stage.

## Industry Input

Each semester will be followed by a Reflection Series by industry experts. Previous speakers include YouTube, Enterprise Ireland, Google, Mondelez, Electric Ireland, and Heineken.

## Semester 1 SEP-DEC 24

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Marketing Fundamentals  
Introduction to Finance  
Contemporary Management  
Essentials of Economics

## Semester 2 JAN-MAY 25

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Strategic Marketing Management  
Integrated Marketing Communications  
Consumer Behaviour  
Doing Business Globally

## Semester 3 JUN-AUG 25

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The **Management Consulting Project (MCP)** is a capstone component of the learning journey of the student. It is a self-directed work and accounts for 15 ECTS credits of the learners' programme.

The structure lends itself to participants completing a Management Consulting Project on behalf of an organisation selected by the programme team. This flexible nature of the selected organisations will also allow the learner to work with a company or industry sector that is relevant to the next stage in their career.

# WHO IS IT FOR?

This postgraduate diploma in management and marketing is an ideal program for **non-marketing professionals** and **experienced businesspeople** who want to improve their marketing and management abilities to reach more senior career opportunities, or to take their business to the next level.

Additionally, the course offers a recognised level 9 degree in Management and Marketing from TU Dublin, making it an attractive option for individuals seeking to acquire a recognised qualification.

## Eligibility criteria

- A minimum 2.2 Honours level degree in any non-business discipline
- Three year's work experience in any marketing, management or leadership role

**Want to do this course, but not sure you fit the requirements? Please email [Shane@mii.ie](mailto:Shane@mii.ie) to learn more about entry options.**

“  
**Coming from a non-business background, this programme laid the foundations of management and marketing for me in the first semester. The course equipped me with tools that were immediately transferable into my working life. The PGDip provided me with a solid base from which I could begin to plan and implement strategies in both management and marketing.**

**Mary McGuire**

Media and Communications Manager  
Basketball Ireland

# APPLICATION AND FEES

## APPLICATION PROCEDURE

To apply for the PGDip in Management and Marketing, you will need to submit the following documentation:

1. Recent CV
2. Copy of obtained diplomas of minimum 2.2 Honours Degree in any non-business discipline
3. Copy of transcripts of each year of the Degree in any non-business discipline
4. Copy of Passport

**Note:** All documentation must be in English and clearly visible.

When your previous degree was not completed in Ireland, and English is your second language, we may request proof of English Proficiency, in order with TU Dublin regulations for student admissions.

Are you not sure which documents are required? Please email [Shane@mii.ie](mailto:Shane@mii.ie) for support and more guidance on gathering the necessary documentation.



**Fees**  
With 90/100% Springboard  
+Funding, the fee for this  
12-month course is only €590.



# ABOUT TU DUBLIN



## Technological University Dublin

Technological University Dublin (TU Dublin) is one of the largest and most prestigious universities in Ireland. It was established in January 2019 following the merger of three well-known Dublin-based institutes of technology: Dublin Institute of Technology (DIT), Institute of Technology Blanchardstown (ITB) and Institute of Technology Tallaght (ITT). The university boasts a rich history dating back to the early 19th century and has established itself as a world-class institution for higher education.

## Why Choose TU Dublin?

The School of Marketing and Entrepreneurship offers a range of undergraduate and postgraduate taught programmes as well as executive programmes for those wishing to enhance their career opportunities and marketing expertise through education.

Research underpins and informs our teaching, within the School we have a cohort of post graduate research scholars, research centres, and special research interest groups.

# ABOUT MII

## Marketing Institute Ireland

The Marketing Institute of Ireland is the professional body for Ireland's marketing people, with over 60 years of experience. MII exists "to enable and empower marketers to build great brands and great careers". It does this by sharing best practice, insights and expert content, building the community of marketers, and aiding marketers in career progression.

Education is one of the core pillars of MII. Our purpose to enable and empower marketers is facilitated by the quality and applied training and education that is provided through MII. MII Educational programmes are respected by employers and highly sought after by marketers at all stages of their careers.

