

## MSc in Marketing Pra

OVERVIEW (/PROGRAMMES/MASTERS/MSINMARKETINGPRACTICE/)

CURRICULUM & LEARNING (/PROGRAMMES/MASTERS/MS

### Overview

The MSc in Marketing Practice is a comprehensive intensive masters programme offering students the unique opportunity to gain practical experience working with real clients on real projects, while also obtaining a masters from Ireland's top graduate business school.

Students work as "marketing advisors" in the Marketing Development Practice (**MDP** (<https://www.mdp.ie/>)), a marketing and business training agency, providing business marketing solutions to a wide range of companies, from start-ups and non-profit organisations to large multinational companies.

Operating on the premise of "action-based learning", students put the theory they learn during lectures into action, working with guidance from experienced industry professionals and managers. Projects include conducting market research, creating marketing and digital strategies, as well as implementing marketing plans and events. The combination of learning marketing theory and then applying it to real work with clients, is unique, setting both the course and its students apart.

Students receive one-to-one guidance and support from managers, enabling them to develop confidence both personally and professionally. The programme develops students' essential marketing skill-base in areas such as research, creative problem-solving, strategic planning, critical thinking, teamwork, client management and effective communications. Students are linked to a strong global alumni community providing them with the opportunity to network and seek mentorship, equipping them with tools to build their own career path once leaving the programme.

The programme is suited to graduates from all disciplines, both business and non-business, who are interested in pursuing a career in business or marketing and who want to kick start their career with real work experience. The course transforms students into competent marketing professionals, through the development of both professional and personal skills, which can be taken into any industry.



APPLY

[\(HTTPS://WWW.UCD.IE/REGISTRY/PROSPECTIVESTUDENTS/ADMISSIONS/GRADUATEAPPLICANTS/APPLYING/\)](https://www.ucd.ie/registry/prospectivestudents/admissions/graduateapplicants/applying/)(I