

MSc in Marketing

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Overview

Marketing plays a central role in creating, communicating, capturing and sustaining value for organisations, customers and society. The rapid digital evolution and increasingly savvy consumers have made it essential for organisations to build strong brands, and to engage customers effectively and in innovative ways in order to remain competitive. This environment makes it essential for modern day businesses to employ skilled marketing professionals and underpins the strong demand for our graduates.

Our MSc in Marketing is a rigorous programme designed to prepare graduates for positions in marketing and brand management in Ireland and abroad. The stimulating syllabus challenges graduates not only with core marketing theory, but also nurtures the essential practical skills demanded by today's industry. Key modules establish advanced competencies in foundational marketing, analytic skills and expertise. Case studies, training for data-based quantitative skills and practical marketing projects, including a major marketing project where students work on marketing strategies for leading global companies, underpin this rewarding programme.

The MSc in Marketing at UCD Smurfit School is currently ranked 30th in the QS Global Masters in Marketing Rankings and is suitable for graduates from any discipline wishing to develop their marketing skills and knowledge.

Quick Facts

95%*



APPLY