

MSc in Marketing and Retail

OVERVIEW (/PROGRAMMES/MASTERS/MSCINMARKETINGANDRETAILINNOVATION/)

CURRICULUM & LEARNING (/PROGRAMMES

Overview

Inspired by the creativity, innovation and the relentless pace of change within retailing, our faculty have worked closely with industry leaders to create the unique MSc in Marketing and Retail Innovation. The programme addresses vital industry needs, blending essential marketing expertise with customer-focused retail innovation, where relentless change demands agile creative responses.

Retail is everywhere, and this programme delivers fundamental learnings that are applicable across multiple sectors. Some of the greatest global retail brands will feature at the heart of your studies, such as Amazon, Tesco, Primark, Burberry, Alibaba and Unilever, with a curriculum that embraces all aspects of retail from bricks and mortar to e-commerce, supply chains to data analysis and experiential innovation to brand evolution.

This programme will ensure that students have a comprehensive grounding in marketing, while opening up their opportunities to embrace the data and technological changes occurring in our industry which are transforming retail all over the world. The goal of this programme is to deliver a unique perspective and immersive experience where students can learn from each other, make connections, develop new skills, and be inspired to reach the next level within their marketing and retail careers.

The programme is suitable for **Irish and international graduates from any discipline**. We're also delighted to offer a number of **Scholarships**

(<https://www.smurfitschool.ie/admissions/scholarships/mscmarketingandretailinnovationscholarships/>).

Don't miss the opportunity to apply.

Quick Facts



APPLY



ENQUIRE