



Marketing, Consumption and Society MSc

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Course Details

Course Code(s): MSMCSOTFAD

Available: Full-Time

Intake: Autumn/Fall

Course Start Date: September

Duration: 1 Year

Award: Masters (MSc)

Faculty: Kemmy Business School

Course Type: Taught

Fees: For Information on Fees, see section below.



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APPLY NOW

Read instructions on [how to apply](#)

EXPRESS INTEREST

[Register your interest here](#) for more information or to be notified when applications are open.

Brief Description

This programme provides a comprehensive marketing education through exposure to key theoretical tenets coupled with reflective engagement on the interface between marketing and consumption in contemporary society. Providing 'real world' experience through 'live' projects, the programme includes specialist laboratory and computer facilities and incorporates a residential workshop.



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Overview



The MSc in Marketing, Consumption & Society aims to provide candidates with a comprehensive marketing education through an exposure to key theoretical tenets of the field coupled with a reflective engagement on the interface between marketing and the nature of consumption in contemporary society. Thus, the programme aims to equip candidates with a thorough grounding in marketing theory and research, provide a comprehensive understanding of consumer culture, and instil an appreciation of marketing's responsibilities to organisations and to society.

Among the core objectives of the programme are:

- To provide an understanding of marketing as a business philosophy and organisational function.
- To foster a critical appreciation of the discipline's major theoretical debates.
- To develop a discerning recognition of the role marketing plays in, and responsibilities marketing has to the firm and to society as a whole.
- To identify the nature of consumer culture and to critically examine consumption decisions and behaviours.
- To nurture a judicious understanding of the issues and trends currently affecting the practice of marketing.
- To develop a theoretical and practical understanding of epistemological alternatives relevant to the pursuit of marketing knowledge.
- To provide a practical overview of the variety of methodological procedures relevant to the pursuit of marketing knowledge.
- To support the production of an independent piece of research on a subject of importance to the discipline of marketing.
- To develop key personal and professional skills in areas including decision-making, creativity, reflexivity, collaboration, and narrativity.

Double Degree Opportunity

This programme offers a dual degree opportunity at the following French partners: Audencia Business School (Nantes), Excelia Business School (La Rochelle), Neoma Business School (Reims or Rouen), Rennes Business School, and Toulouse Business School. The dual degree opportunity involves studying for a second year at the dual degree partner, at the end of which students will receive their MSc. from the University of Limerick as well as a Masters from the dual degree partner.

Programme Content



Entry Requirements



Fees



Graduate Profile



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