

Entry Requirements

H5 in two subjects, and O6/H7 in four other subjects in the Leaving Certificate from Irish, English, Mathematics and three other subjects recognised for entry purposes.

Further Study

With this degree graduates are eligible to enter a broad range of postgraduate programmes of study in the business area.

For more information go to:
www.ucc.ie/en/ck213/

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BSc Food Marketing and Entrepreneurship

CK213



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What is Food Marketing and Entrepreneurship?

This programme combines business with food science disciplines to provide graduates with the skills to work in an exciting, fast-paced industry.

It is designed to consider the challenges faced by businesses and to expose students to concepts and theories that help explain how the business world operates.

Why study Food Marketing and Entrepreneurship at UCC?

This programme will appeal to those interested in understanding the business world and science in business. The interplay of business concepts and food science are explored from the perspectives of consumers, business and policy makers to provide an overarching view of the entrepreneurial environment.

Practical application of theories of business, in the form of group and individual projects, are an integral part of the learning experience.

Students learn skills in strategic decision-making, innovation, enterprise and knowledge management. These are delivered through an integrated range of subjects that support successful personal and business development.

Key Benefits

- Technical knowledge, in both business and science, is enhanced and challenged through project work and work placement.
- Through these activities, including building team skills, responding to briefs, working to deadlines, and using initiative, the ability to communicate and present in a professional manner is also developed.
- The programme is designed to develop ability to gather market intelligence, interpret data from multiple sources, and judge and realise market opportunities, while also enhancing knowledge of the science of food and its significance in the regulatory and business environment. All these skills help for seeking employment and for career advancement.

Course code: **CK213**
Duration: **4 years**
Qualification: **BSc (Hons)**
NFQ Level: **Level 8**

For full information on the programme structure, go to:
www.ucc.ie/en/ck213/

Work Placement

An integral part of the BSc Food Marketing & Entrepreneurship programme is a six month work placement during year three. This provides students with a practical insight into business and strengthens marketing and management skills while also developing business contacts.

For some recent examples of the student experience on placement, you might be interested in looking at the student profiles on the programme webpage
www.ucc.ie/en/ck213/

Careers

Graduates from the BSc will be equipped to find employment in the thriving indigenous food and fast moving consumer goods sectors both at home and abroad.

Destination of Graduates

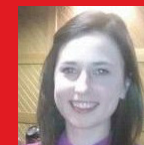
Considering our 2018 graduates, while many have taken up immediate employment in specific positions, an increasing number have sought and been offered opportunities in a variety of national and international graduate programmes. These include companies such as Aldi, Kepak, Musgrave, Jameson/Irish Distillers, and the IBEC Global Graduate Programme.

Work Placement Testimonial (2018-19)

I am completing my six-month placement in Valeo Foods, in Dublin. Valeo own several different Irish brands, such as Jacobs, Kelkin, Batchelors, Chef, Odlums and many more. I am working with the communications team, promoting new products and our existing brands across all forms of social media and in-store. I'm also spending time at the Virgin media studios, shooting videos and photography for our websites. It's so interesting to see how much work goes on behind the scenes. It's great to bring ideas and skills to the table from my modules in college such as food marketing, enterprise & innovation and food enterprise management!

(Anna McCarthy, 2019)

BRIGHT MOVERS



Student Profile

"Food Marketing is an excellent stepping stone in developing a career in the food industry. As well as giving an insight into food economics, law, marketing, supply chain, it gives a foundation of food science & technology, chemistry and microbiology – a necessity in understanding food and its development. This cross-functional degree provides its students with an appreciation for science and its importance within the food sector."

Rebecca Geaney
Recent Graduate



Student Profile

"I thoroughly enjoyed the 4 years I spent in UCC studying Food Marketing and Entrepreneurship, and feel it has benefited me greatly in the early stages of my career. It has given me a substantial grounding and knowledge for working in the food and drink industry both in Ireland and globally. The course itself was challenging at times, but very interesting as a broad range of modules are covered from food business, food science and general business modules."

Ronan Hogan
2015 Graduate