



CORK
UNIVERSITY
BUSINESS
SCHOOL

MSc Strategic Marketing and Practice

CKL07



The MSc in Strategic Marketing and Practice is a one-year degree programme designed for recent graduates who are already familiar with core marketing concepts and wish to progress their knowledge and immerse themselves in strategic marketing and practice.

The unique programme is designed to give students the specialised skills and knowledge to become a successful marketing leader.

It will build on the marketing knowledge and skills acquired at an undergraduate level enhancing employability through developing students' ability to contribute to real needs of the business community.

The blended nature of the programme will turn marketing graduates into marketing practitioners with an array of learning methods including live assignments, specialised workshops, marketing strategy simulation, and industry based marketing practice.

This unique programme, designed with senior marketing practitioners, places emphasis on marketing practice.



UNIQUE ASPECTS

- An advanced education in the contemporary practice of strategic marketing.
- Participative and live learning with external business clients.
- The use of blended and interactive teaching.
- The development of valuable personal skills for marketing careers – analytical capabilities, problem-solving skills critical thinking, communication skills, group-work skills, IT skills and the ability to manage major marketing research projects.
- Master classes with reputable industry partners provide insight into leading-edge marketing practice and innovative marketing techniques.

CAREERS INFORMATION

The programme will enable students to develop advanced knowledge and understanding of the contemporary strategic challenges facing marketers, and to deepen their insights in the theory and practice of specialist aspects of marketing.

The programme will have clear links with industry. Marketing is a broad field with countless specialisation opportunities. The primary career pathways for this programme are in the field of marketing at a national or international level. Graduates from the proposed programme could potentially become a:

- Marketing Consultant
- Brand Manager
- Strategy Consultant
- Digital Marketing Manager
- Research Analyst
- Online Media Associate

Support will continue after students graduate.

We will maintain regular communication with our graduates and aim to keep them informed of employment opportunities relevant to their career plans and ambitions.

Where graduates desire it, we will maintain a database of their current status as information for prospective employers.

LEARNING OUTCOMES

On successful completion of this programme, students should be able to:

- Communicate and work effectively to a high professional standard;
- Demonstrate advanced analytical and problem solving skills associated with effective practice;
- Engage in advanced application of frameworks and techniques in organisational settings;
- Apply key marketing theories, frameworks and tools to evaluate marketing problems and identify appropriate solutions in practice;
- Critically evaluate and act upon the ethical and environmental concerns linked to marketing practice;
- Develop core skills and knowledge relating to strategic marketing and practice.
- Develop a career path in strategic marketing and practice.

PRACTICALITIES & ASSESSMENT

Practicalities

The MSc. in Strategic Marketing and Practice is a full-time 12-month programme. The programme will develop students' critical thinking, research and communication skills and, uniquely, will feature consultancy projects and blended learning as a vehicle for learning and as a means of developing further personal skills for later marketing and consulting careers.

In Part 1, you will need to be available to attend classes and seminars from Monday to Friday (inclusive). During Part 2 of the course, you will be either in a full-time work placement or engaged in full-time active research under the supervision of an academic mentor.

You will have formal lecture, tutorial and workshop hours. Outside of this, you will have several project groups for different modules. You will be expected to arrange group meetings, etc., outside formal hours. You will also be expected to read required texts as well as engage in independent study/research for modules where required.

Regular cutting-edge guest lectures from visiting speakers will be scheduled and where possible students will have access to advanced Master classes on particular subject areas.

Assessment

Assessment across the programme will be through a mix of continuous assessment, in the form of individual assignments, group assignments, class presentations and an applied research project, as well as written examinations. Students will be given scope to shape their assignments and research project in line with their professional work or specific areas of interest.

Programme Code: **CKL07**

Duration: **1 year**

Teaching Mode: **Full-time**

Qualification: **MSc**

NFQ Level: **Level 9**



ENTRY REQUIREMENTS

Irish/EU Students and International Students

Applicants must have:

Minimum 2H1 (GPA 3.25 out of 4.0)
in a degree [NFQ Level 8] or equivalent,
in a Business-related discipline (eg.
business, management or marketing).

English Language Requirement:

Applicants from non-native English-speaking
countries will be required to undertake a
recognised English language test.

Please see accepted tests and minimum
requirements below.

IELTS: 6.5

With no individual section lower than 5.5

TOEFL: 90

With minimum scores as follows:

- Listening: 17 - Reading: 18
- Speaking: 20 - Writing: 17

Cambridge Proficiency Exam: Grade C

Cambridge Advanced Exam: Grade B

Pearson PTE: Minimum Score of 63

With no section score below 59

APPLICATION PROCESS

Application for this programme is online
at the Postgraduate Application Centre
www.pac.ie/ucc (PAC Code: CKL07)

For more information on the Programme:



PROGRAMME DIRECTOR

Dr. Helen McGrath
T +353 (0)21 490 3372
E helen.mcgrath@ucc.ie

CORK UNIVERSITY BUSINESS SCHOOL

University College Cork, Ireland
T +353 (0)21 490 2136
T +353 (0)21 490 3252/3
E business-school@ucc.ie

cubsucc.com