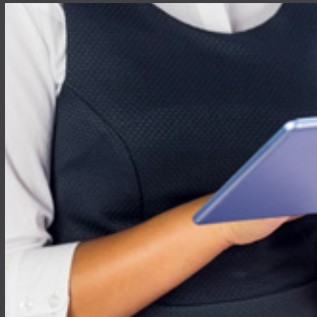
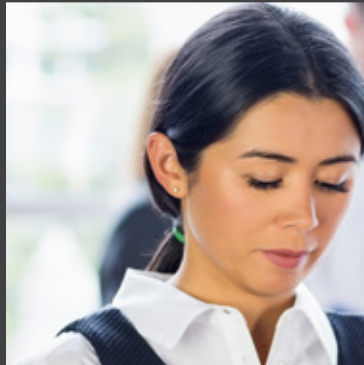




CORK  
UNIVERSITY  
BUSINESS  
SCHOOL

## MSc Management and Marketing

CKL22



The MSc Management and Marketing programme is a one-year degree programme for graduates who have taken less than 30 credits of management or marketing modules, combined, in their undergraduate degree.

This programme is designed for students wishing to pursue a career in management or marketing or focus on a specific strategic innovation, enterprise or marketing capability.

Students of this programme typically come from a variety of academic backgrounds, including science, arts, engineering, law and social science.

It is also suitable for those with professional or academic qualifications like medicine or accounting.

This unique programme places great emphasis on the creative and innovation aspects of management and marketing which are essential for business careers and for the development of a knowledge-based economy.



## **UNIQUE ASPECTS**

- Full-time professional placement or a supervised research dissertation.
- Practical assessments, participative and real world team-based learning involving both individual and group based project work.
- Practitioner and specialist delivery of certain course elements, including workshops and field trips.
- Personal development, including presentation and communication skills, along with one-on-one coaching sessions for placement and interview preparation.

## **PLACEMENT**

In Part 2 of the programme, from the end of March until the end of August, students can choose to undertake a full-time, five-month placement. This is organised by the programme placement officer. Placements are in a wide variety of companies, and reflect the different roles in management and marketing fields. To date, we have placed students in over 200 companies. Students also have the option

of doing a five-month dissertation in an area related to management or marketing under the supervision of an academic member of staff, if they choose not to do the placement.

## **CAREERS INFORMATION**

The nature of any management and marketing course means that on completion of the course students will be broadly equipped to seek employment in the widest possible range of industries.

The theoretical foundation and skills provided will enable them to approach career opportunities with vision and flexibility, and to switch careers with greater ease, in line with their own changing career plans and with the entrepreneurial expectations of the modern economy.

People who have graduated from this course have found employment in a wide variety of industries, including:

- Education
- Food and Drink
- Financial Services
- Information Technology
- Travel and Tourism
- Management Consultancy
- Retail and Manufacturing Industries

Recent graduates have found employment in a variety of companies, including 2FM Radio, Apple, Cork County Council, Kerry Group, Musgrave Group, Linklift, Aon Hewitt, Accenture, Aldi, Bank of Ireland, Pepsi, Amazon, Dell, Coke, Johnson and Johnson, PwC, Allianz, Eli Lilly, Cadbury, Heineken, Laya, Vodafone, Dairygold, amongst many others.

Support continues after students graduate.

We 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 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;
- Demonstrate creative, reflective and personal development;
- Display competency in management and marketing practice and research;
- Develop a career path in management and marketing.

## PRACTICALITIES & ASSESSMENT

### Practicalities

The MSc Management and Marketing is a full-time 12 month programme. In Part 1, students will need to be available to attend classes and seminars from Monday to Friday (inclusive).

During Part 2 of the course, students will be either in a full-time work placement or engaged in full-time active research under the supervision of an academic mentor.

Students have formal lecture, tutorial and workshop hours. Outside of this, they will have several project groups for different modules.

They will be expected to arrange group meetings, etc., outside formal hours. Students will also be expected to read required texts as well as engage in independent study / research for modules where required.

### Assessment

Students are assessed by continuous assessment, end-of-year exam and either a work placement report and assessment or a research thesis.



Programme Code: CKL22  
Duration: 1 year (Full-time)  
Teaching Mode: Classroom  
Qualification: MSc  
NFQ Level: Level 9



BRIGHT

MOVERS

WHAT OUR GRADUATES  
& EMPLOYERS

**SAY ABOUT US...**

“IT IS A GREAT  
LEARNING  
ENVIRONMENT  
WHERE WE ARE  
CONSTANTLY TAUGHT  
TO CHALLENGE  
THE STATUS QUO.  
IT IS THE TYPE OF  
COURSE THAT THE  
MORE YOU PUT INTO,  
THE MORE YOU  
WILL GET OUT OF!”



“After graduating from UCC in 2013 with a BA in French and Politics, I still was not settled on what career path I wanted to pursue. I decided to move to Paris for the year-not a bad place to live while figuring things out!

While out there I decided that I wanted to go down a more business type route, which is why this course was perfect for me. It is a conversion masters, which is great for anyone who wants a second chance to do something business related in college. I had held marketing roles throughout college, which originally drew me to the marketing side of things, however since starting the course I’ve found my management classes to be my favourites! Everyone has come from different disciplines with is great for lively debates in class.

It can be quite stressful at times but you gain fantastic skills in time management and working efficiently towards deadlines-great to talk about in a job interview! The placement option is great as you can then apply everything you have learnt in a real business environment and potentially have a job at the end of it.

Coming from an Arts undergrad, it was great to be in a small class where the lecturers treat you more like colleagues than students with a great open door policy. It is a great learning environment where we are constantly taught to challenge the status quo. It is the type of course that the more you put into, the more you will get out of!”

**EMMA OLIVER**

**MSc Management & Marketing**



DC  
@donal\_cahalane

Follow



Have hired three people from this course, hands down the best third level business and marketing qualification available.

## ENTRY REQUIREMENTS 2019

### Irish/EU Students and International Students

Minimum 2H2 (GPA 3.00 out of 4.00) primary degree [NFQ Level 8] or equivalent.

Applications without the supplementary questions section completed will not be processed.

### 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

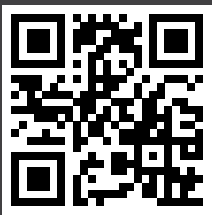
With no section score below 59

### APPLICATION PROCESS

Application for this programme is online at the Postgraduate Application Centre

[www.pac.ie/ucc](http://www.pac.ie/ucc) (PAC Code: CKL22)

For more information on the Programme:



### PROGRAMME ADMINISTRATOR

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