

WHAT ARE THE ENTRY REQUIREMENTS?

Applicants must have a minimum entry requirement of 2H2 in a cognate Level 8 Degree (including at least 20 credits in Marketing).

Recognition of Prior Learning (RPL) is open to students who may have industry experience and who do not meet the specified entry requirements (www.cit.ie/rpl).

The applicant must submit a statement of intent (maximum 300 words) and accompanying CV.

The admission process also includes an interview of suitable candidates.

WHERE WILL THIS MASTER'S PROGRAMME TAKE ME ON COMPLETION?

Graduate employers regularly argue that a lack of professional expertise is the major weakness among newly recruited graduates, who know a great deal about marketing, but do not know how to practice it as managers. The MSc in Marketing Practice aims to bridge this gap.



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ENQUIRIES TO

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LET YOUR CAREER TAKE FLIGHT



MASTER OF SCIENCE IN MARKETING PRACTICE



CAN YOU GIVE ME AN OVERVIEW OF THIS MASTER'S PROGRAMME?

This one year taught MSc in Marketing Practice offers graduates a degree that will make them more employable by enhancing their ability to contribute to the real needs of the business community. The hybrid nature of the programme will turn Marketing Graduates into Marketing Practitioners with an array of action learning components, incorporating live assignments, specialised workshops, marketing strategy simulation, and an industry based marketing consultancy.

WHY SHOULD I CHOOSE THIS MASTER'S PROGRAMME?

This programme provides the student with an advanced range of high level knowledge and skills in order to establish a more solid foundation for a successful career as a marketing professional. This programme is unique as it combines class teaching, with specialised workshops, marketing strategy simulation, and a reflective learning journal which culminates in a 25 week workplace consultancy period. This action-based learning programme is designed specifically to prepare the learner for careers in marketing practice.

CAN YOU GIVE ME MORE SPECIFIC INFORMATION ABOUT THE COURSE STRUCTURE?

The programme will commence in September and end in August.

Semester One will consist of 15 weeks culminating in assessment across the taught modules. The Consultancy in the Workplace will consist of 25 weeks spanning Semesters Two and Three. A Reflective Journal, whilst formally assigned and assessed in Semester Three, will be a thread through the entire duration of the programme.

Modules:

Module Title / Semester	Credits / Weighting
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Semester One

Professional Practice	5 Credits
Strategic Digital Marketing	5 Credits
Strategic Marketing	5 Credits
Contemporary Issues in Marketing	5 Credits
Relationship Management	5 Credits
Business Case Analysis	5 Credits

Semester Two

Marketing Strategy Simulation	5 Credits
Consultancy in the Workplace (25 weeks spanning semesters 2 & 3)	45 Credits
Reflective Learning Journal	10 Credits

IN WHAT KIND OF COMPANY CAN I EXPECT TO BE PLACED FOR THE CONSULTANCY IN THE WORKPLACE COMPONENT AND WHAT KIND OF ROLES CAN I EXPECT TO BE ASSIGNED?

Students will commence a 25 week placement during January in companies that range from start-up businesses to established SMEs and large national and multinational organisations across a diverse range of industry sectors.

Typical tasks completed by students in their host companies include:

- Development of promotional material and communication campaigns.
- Development and management of customer database and customer relationship management.
- Market research, e.g. customer surveys, competitor and industry analyses.
- Social media planning.
- Website design and maintenance.
- Event management including trade show planning and participation.
- Preparation of sales-force presentations.
- Strategic marketing planning.