

# APPROVED

Programme Code	MSCMRKD	Programme Duration	1
Programme Level	9	EQF Level	7
		EHEA Level	Second Cycle
Programme Credits	90		
Semester Duration	3 Week(s)		
Language of Instruction	English		
CAO Code; QQI Programme Code etc	Code		
Programme Extra Information	Below is the indicative full-time schedule for this course. Please note, the part-time schedule is run over a longer period of time. Further details of this schedule can be found in our part-time prospectus.		

## Programme Outcomes

On successful completion of this programme the learner will be able to :

Description
Demonstrate comprehensive knowledge of advanced Marketing theory and practice by having the ability to both appraise and critique these two functions.
Demonstrate a systematic knowledge of the role and responsibilities of the key marketing functions to inform a detailed understanding of how each of these functions relate to each other in the broader business context.
Analyse the key factors that influence Marketing decisions and critically assess the theoretical and practical models used to support such decisions.
Identify and formulate appropriate research questions and associated methodologies to address contemporary business problems and articulate explanations for research findings.
Assess the dynamics of a rapidly changing organisational environment and in particular the social, environmental and ethical dimensions of that environment in order to develop appropriate and sustainable Marketing strategies reflecting a dynamic and changing marketplace that safeguards the resources of said environment.
Critically assess the impact of contextual forces on Marketing decision making, including ethical, economic, financial, environmental, social, and technological/digital change issues as well as international developments, particularly with reference to sustainability.
Articulate clearly rationale for decisions and proposed strategic solutions.
Demonstrate an ability to view theories and practical situations from multiple perspectives, present arguments and develop solutions to different scenarios.
Take responsibility for providing solutions to complex problems arising in a marketing context.
Demonstrate high-level group interaction skills using a problem-solving orientation in both the learning environment and the business environment.
Demonstrate an ability to present critical arguments and constructively learn from feedback provided both formally and informally.
Critically reflect on the function of Marketing and related disciplines in contemporary society and undertake responsible decision making in the context of ethical and moral practice.
Show the ability to independently evaluate, analyse and update their skill- set in a dynamic environment.
Demonstrate evidence of taking initiative for learning beyond prescribed course work and through reflection on practice.
Actively seek out opportunities for personal and professional development for example through professional Marketing bodies

## Semester Schedules

## Stage 1 / Semester 1

Core Subject	
Module Code	Title
H9IMCDA	<a href="#">Integrated Marketing Communications in Digital Age</a>
H9MRK21	<a href="#">Marketing in the 21st Century</a>
H9SMS	<a href="#">Sustainability, Marketing &amp; Society</a>
H9CONB	<a href="#">The Contemporary Consumer</a>

## Stage 1 / Semester 2

Core Subject	
Module Code	Title
H9BRMGMT	<a href="#">Brand Management</a>
M9CMS	<a href="#">Critical Marketing Studies</a>
H9DMP	<a href="#">Digital Marketing Practice</a>
H6IC	<a href="#">Innovation &amp; Creativity</a>
H9MMA	<a href="#">Marketing Metrics and Accountability</a>
H9RSMTH	<a href="#">Research Methods</a>

## Stage 1 / Semester 3

Core Subject	
Module Code	Title
H9DISSER_A	<a href="#">Dissertation</a>