



OLLSCOIL NA  
GAILLIMHĒ  
UNIVERSITY  
OF GALWAY

Scoil Ghnó agus  
Eacnamaíochta J.E. Cairnes  
J.E. Cairnes School of  
Business and Economics

# MSc Marketing *Management*



Awards  
2025

Shortlisted

Business School of the Year

University  
of Galway.ie



# Unleash Your Marketing Potential

## Course Overview

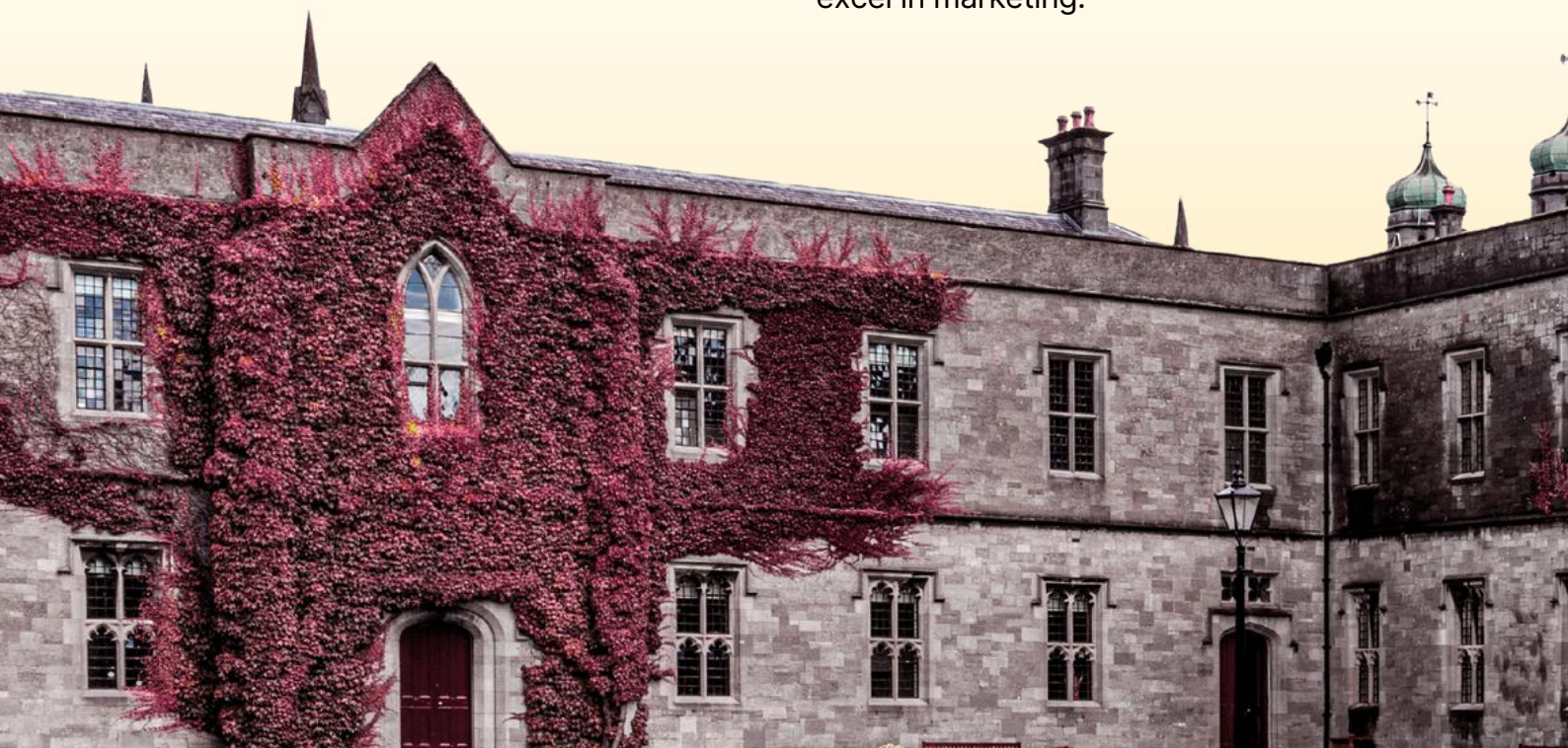
**Step into the World of Marketing:** The MSc in Marketing Management is your gateway to an exciting career, with limitless opportunities across various industries and sectors. Whether you're passionate about marketing or looking to pivot from a non-business background, this programme is your key to success.

**Crafted for Success:** Our curriculum is meticulously designed to transform you into a well-rounded marketing professional. From mastering the fundamentals to staying ahead with the latest trends and strategies, this programme sets you apart in the competitive job market.

**Sharpen Your Edge:** Marketing isn't just about knowledge—it's about action. Develop critical analytical skills, enhance your presentation abilities, and master research methodologies that empower you to make informed, strategic decisions.

**Real-World Experience:** Get hands-on with consultancy projects that allow you to work directly with real companies. Learn from distinguished industry speakers and immerse yourself in practical experiences that bridge the gap between theory and practice.

**Your Career, Our Mission:** Earn a recognised qualification that opens doors to a successful marketing career in a wide variety of industries and organisations. This programme welcomes graduates from all disciplines, making it ideal for anyone aspiring to excel in marketing.



# A programme made for you



## Unlock Career Opportunities:

- Graduates launch successful careers at top firms like Johnson & Johnson, Accenture, and The Irish Times.
- Diverse opportunities across industries—from tech giants, financial powerhouses, consumer goods and green renewables.



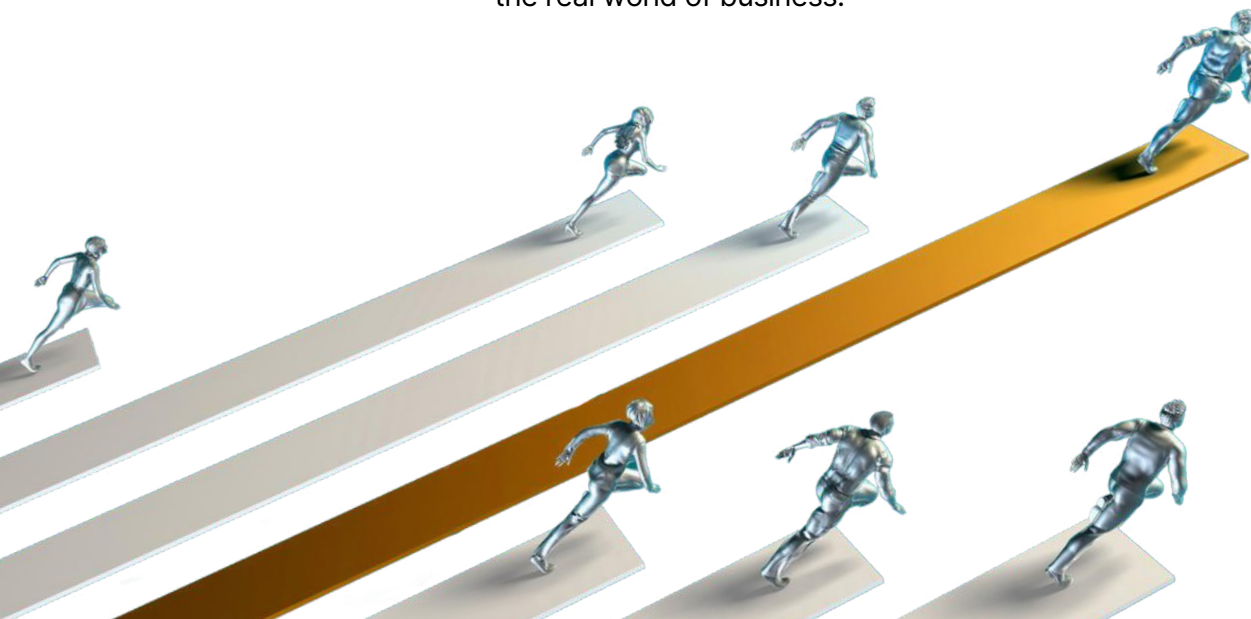
## What Sets Us Apart:

- Marketing Event: Engage in a week-long exploration of cutting-edge marketing trends and practices.
- Consultancy Projects: Gain real-world experience through hands-on projects with actual companies.
- Team Building: Participate in team-building exercises and field trips to strengthen collaboration skills.
- Exclusive Workshops: Enhance your skills with extra-curricular workshops in career planning, C.V and interview preparation, Excel, writing, and referencing.



## Learn from the Best:

- Executive Masterclasses: Insights from industry leaders at companies like Google, Nestle, and Guinness.
- Marketing Institute of Ireland (MII) Partnership: Opportunity to sit the MII Qualifier Exam and earn MMII Grad status, boosting your professional credentials.
- Harvard Simulation Game: An immersive and advanced learning experience that develops your innovation and leadership skills for the real world of business.



# Programme Learning Outcomes

Graduates of the MSc in Marketing Management will be:



Able to make sense of complex information from a variety of sources.



Apply effective decision making to global business problems.



Identify, analyse and solve applied problems in individual and teambased settings.



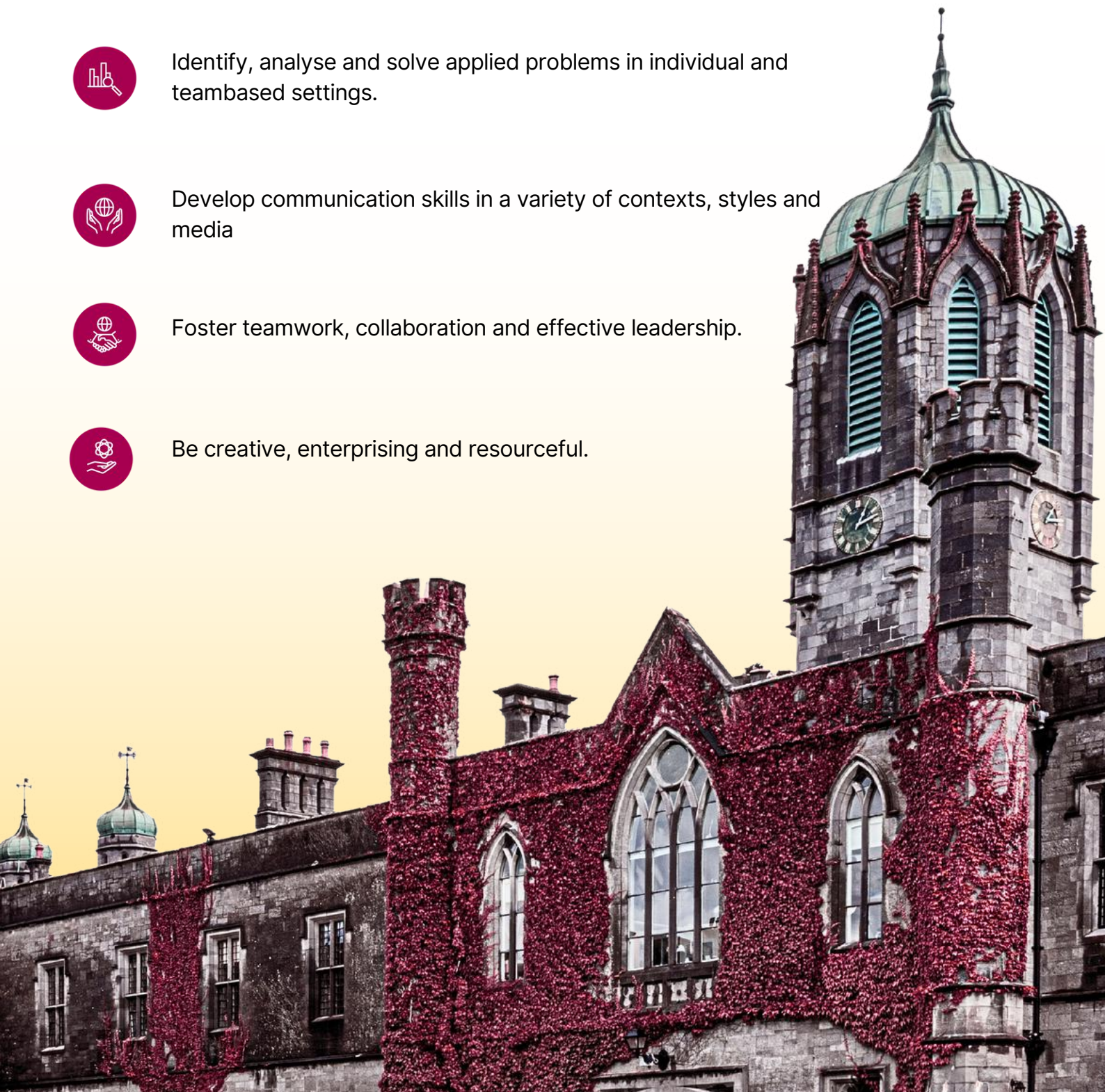
Develop communication skills in a variety of contexts, styles and media



Foster teamwork, collaboration and effective leadership.



Be creative, enterprising and resourceful.



**Our mission is to guide you to become a well-rounded marketing professional, equipped with the skills and knowledge needed to thrive in today's competitive landscape.**

**Comprehensive Curriculum:**

- Our programme is designed to equip you with a robust understanding of both foundational and advanced marketing concepts.
- You'll engage with a variety of core subjects, ensuring a well-rounded education in marketing management.

**Capstone Experience:**

- Applied Marketing Project: Tackle real-world marketing challenges through a hands-on consultancy project, working with an actual company to develop strategic solutions.

**Dynamic Learning Approach:**

- Interactive Classes: Lectures delivered by experienced faculty and industry experts.
- Practical Assessments: A blend of essays, projects, reports, presentations, and case studies to solidify your learning.
- Exams: Written examinations to assess your understanding of key concepts.

**Flexible Study Options:**

- Full-Time: Intensive learning over one year, ideal for those looking to dive deep and fast-track your marketing career.
- Part-Time: Spread your learning over two years, balancing studies with professional or personal commitments.



# “What our graduates say”



**JOHN CONCANNON** | IRISH EMBASSADOR TO CANADA, FORMER DIRECTOR GENERAL GLOBAL IRELAND AT THE DEPARTMENT OF FOREIGN AFFAIRS AND TRADE, FORMER DIRECTOR OF MARKETING, FÁILTE IRELAND

*“A masters degree in Marketing at University of Galway gave me an incredible advantage as I headed out into the competitive world of work. I had confidence in the depth of my knowledge and its application in a way that reflects the excellent teaching.”*



**FERGAL HYNES** | SENIOR ACCOUNT EXECUTIVE, SQUARE

*“The theory and guidance provided by lecturers throughout the MSc in Marketing helped me hone the skills and knowledge necessary to pursue a chosen career path to the Property sector. My roles attained in a marketing capacity subsequent to this Masters provided me with a wealth of experience I would later require to branch into the Property sector and become a Senior Sales Negotiator. I highly recommend this course.”*



**AMY HASENAUER** | SENIOR EDUCATIONAL PROGRAM DIRECTOR, AICME

*“The MSc improved my overall ability to work with people from different parts of the world and different cultures and provided me with new perspectives and insights. I would recommend this course to others as I enjoyed the overall experience. I came here with no background in business or marketing. After completing the course, I feel I did learn a great deal about marketing that I will use in my future career.”*



**SHAUNA STANLEY** | GLOBAL HR SPECIALIST, TRANSFERMATE GLOBAL PAYMENTS

*“The MSc improved my overall ability to work with people from different parts of the world and different cultures and provided me with new perspectives and insights. I would recommend this course to others as I enjoyed the overall experience. I came here with no background in business or marketing. After completing the course, I feel I did learn a great deal about marketing that I will use in my future career.”*



MSc Marketing Management Group Class of AY2023-2024

## Meet International Student Emily Mannix

# Modules Overview

## Semester 1

Strategic Marketing  
Research Methods  
Services Marketing  
Social Media Marketing Theory  
Marketing Performance & Productivity  
Consumption & Society

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## Semester 2

Cases in Marketing Management & Strategy  
Negotiations  
Partnership Marketing  
Digital Sales Management  
Marketing Analytics  
Strategic Brand Management  
Marketing Event & Applied Project

The programme consists of 90 Credits. Students are required to take subjects in each semester totalling 70 Credits, as well as a Marketing Event and Applied Project (20 Credits). Full module descriptions and credit allocation can be located [here](#)

*List of modules is indicative and subject to change.*

# Leading *the future*

Join a globally recognised institution ranked among the best for sustainability, and study on a campus committed to creating a greener future. Imagine earning a MSc degree that not only equips you with cutting-edge skills but also aligns with your values of environmental stewardship.

Our business programmes are designed to foster innovation and leadership, preparing you to excel in today's competitive market. The University offers a unique blend of academic excellence, practical experience, and a sustainable campus environment, making it the ideal choice for future business leaders.

Envision your career flourishing as you benefit from our world-class faculty and strong industry connections.



Top 2%



## University of Galway Sustainability Rankings and Accolades

University of Galway has been named the **#1 university in Ireland** for sustainable development for a third year in a row, we are ranked **3rd in Europe and ranked 64th in the world** by *Times Higher Education THE Impact Rankings 2025*. The accolade has been awarded in recognition of the University's progress in responding to the United Nations' Sustainable Development Goals (SDGs).

We are the first University to make the list as a Sustainable Development Goal Ambassador for 2024-25, chosen from across society as leaders in driving forward Ireland's progress towards the UN Sustainable Development Goals.



University of Galway has been ranked **1st in Ireland** for Sustainable Development for a third year in a row by the Times Higher Education The Impact Rankings 2025



University of Galway has been ranked **3rd in Europe and 64th in the world** for Sustainable development by the Times Higher Education The Impact Rankings 2025



University of Galway is ranked **64th in the world** in the 6th edition of the Times Higher Education (THE) World IMPACT Rankings 2025



University of Galway is ranked **38th in the world for SDG 3** in the 2025 Times Higher Education Societal Impact Rankings

# Admission

## Entry Requirements

Normally a second-class honours degree (NFQ Level 8 or equivalent) in any discipline.

OR

A primary degree with a minimum of three years relevant work experience will also be considered.

IELTS score of 6.5 or equivalent, if applicable.

## Duration

1 year, full-time  
2 years, part-time

## Course Fees for Academic Year 2026/27

EU fulltime: €11,700  
EU part-time: €5,850  
Non-EU: €20,750  
Student Levy: €140



**2 Year**  
stay-back  
visa scheme



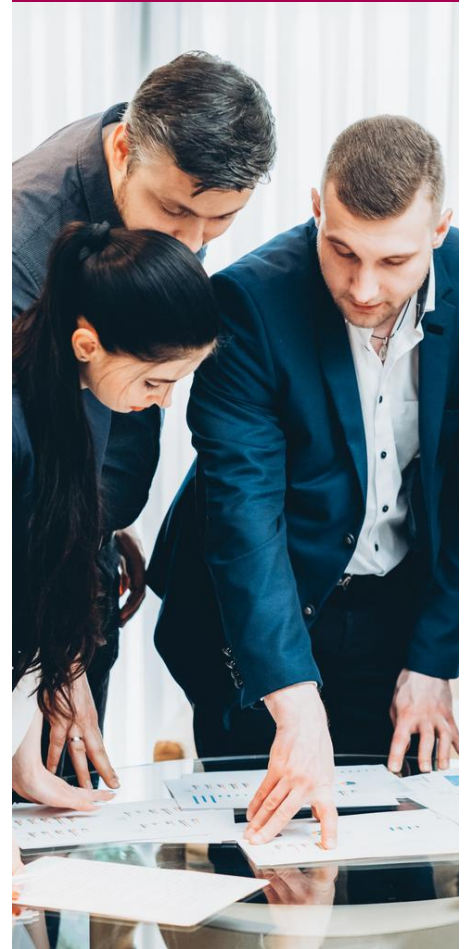
**Top 150**



## Find out More

Programme Director:  
Dr Declan Fleming

Programme Administrator:  
[mscmarketing@universityofgalway.ie](mailto:mscmarketing@universityofgalway.ie)



## Learn More:

