



OLLSCOIL NA  
GAILLIMHÉ  
UNIVERSITY  
OF GALWAY

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

# MSc Digital *Marketing*

University  
of Galway.ie





OLLSCOIL NA GAILLIMHE  
UNIVERSITY OF GALWAY

# Unleash your *potential*



MSc Digital Marketing Class of 23-24

University  
ofGalway.ie

# Unlock Your Future in *Digital Marketing*

## Real-World Success

Secure roles like Digital Marketing Manager, SEO Analyst, Social Media Strategist, and even become the founder of your own company—our graduates are shaping the future of digital marketing.

## Exclusive Industry Insights

Participate in unique marketing events like the Metaverse and Web3 exploration, led by industry leaders such as Alex Hamilton from Dentsu Creative UK.

## Revolutionise Your Future

At University of Galway, the MSc Digital Marketing programme equips you with cutting-edge knowledge, blending traditional marketing expertise with the latest digital strategies.

## Global Connections, Local Expertise

Join a diverse cohort of students from around the world, including countries like Ireland, USA, Brazil, and China, and gain insights from top industry professionals.



# Unlock your *Digital Expertise*

## **In-Depth Learning:**

Dive into the evolving world of digital marketing, gaining advanced skills and cutting-edge knowledge from industry leaders and academic experts to excel in this competitive field.

## **Real-World Applications:**

Bring your ideas to life with hands-on projects, including podcasts, videos, and full-scale marketing campaigns. Build a portfolio that demonstrates your expertise and creativity.

## **Comprehensive Curriculum:**

Master every critical aspect of digital marketing across 13 core modules, from SEO and data analytics to social media strategy and digital content creation, ensuring you're fully equipped for success.

## **Capstone Experience:**

Tackle real business challenges through the Applied Marketing Project. Collaborate with companies across sectors like healthcare, technology, and finance, applying your skills in a practical, impactful way.

## **Innovative Assessments:**

Test your abilities through varied assessments, including projects, pitches, reports, and case studies, preparing you to meet the diverse demands of the digital marketing industry.



# Why choose this course?

## Unparalleled Career Opportunities:

Graduates of the MSc Digital Marketing programme secure positions at leading global companies like Microsoft, Google, LinkedIn, Hubspot, and Sony Music Entertainment. With roles ranging from Digital Marketing Manager to PPC Specialist, your career potential is limitless.

## Globally Recognised Certifications:

Gain in-demand certifications from industry giants like Hubspot and Google Analytics, enhancing your employability. Plus, under special arrangements, sit for the *Marketing Institute of Ireland (MII) Qualifier Exam*, allowing you to use the prestigious MMII Grad title.



## Industry-Driven Learning:

Benefit from a curriculum shaped by both academic excellence and industry insights. You'll learn from experts who are at the forefront of digital marketing, ensuring your education is relevant and up-to-date.

## Strong Industry Connections:

Leverage the University of Galway's robust network of industry connections, opening doors to internships, projects, and job opportunities in sectors ranging from tech and healthcare to government and non-profits.



# 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 **5th in Europe and ranked 47th in the world** by Times Higher Education THE Impact Rankings 2024. 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 Champion for 2023-24, 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 2024



University of Galway has been ranked **5th in Europe and 47th in the world** for Sustainable development by the Times Higher Education The Impact Rankings 2024



University of Galway is ranked **10th in the world for SDG 12** in the 2024 Times Higher Education Societal Impact Rankings



University of Galway is ranked **52nd in the world for SDG 3** in the 2024 Times Higher Education Societal Impact Rankings

# Masterclasses that matter

Enhance your learning with masterclasses led by top professionals and alumni. Whether it's a deep dive into content creation, digital sales management, or a site visit to industry leaders like Aerogen, these sessions offer you **hands-on experience and insider knowledge**.

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Inbound Marketing & Content Creation Masterclass with Food PR and Communications



A Complete Guide to Content Creation Masterclass with Razi Thazathe Peedika



Digital Sales Management Masterclasses with Diligent



Site Visit to Aerogen

# Marketing Events



In 2024 the MSc Digital Marketing students unpacked the hype around the Metaverse and Web3. Alex Hamilton, Head of Innovation at Dentsu Creative UK delivered this Marketing Event and introduced students to the Metaverse Toolkit of Virtual Worlds, Custom Experiences, NFTs and Digital Items.



# Student Testimonials

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# Admission

## Entry Requirements

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

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

## Course Fees

EU: €11,500 p.a.  
2025/26

Non-EU: €20,500 p.a.  
2025/26

Student Levy: €140 p.a



1-2 year  
stay-back  
visa scheme

## Find out More

Programme Director:  
Dr Patricia McHugh

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



“

*I would highly recommend this program to anyone who is passionate about digital marketing as you gain valuable knowledge into topical areas of interest for future employers such as marketing analytics, social media marketing, content creation and digital sales management, etc... you are given the opportunity to attend captivating talks from industry experts and attain valuable certifications from accredited marketing organisations such as HubSpot. The course was well-balanced between learning important theory and practising what we learned through interactive class discussions, group projects, presentations and pitches.*

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## Testimonial

Aoife Bell

MSc Digital Marketing  
Scholar - Graduate



## Learn More:

