Ollscoil na Gaillimhe
University of Galway

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

MSc Marketing *Practice*

THE Awards 2025 Shortlisted Business School of the Year

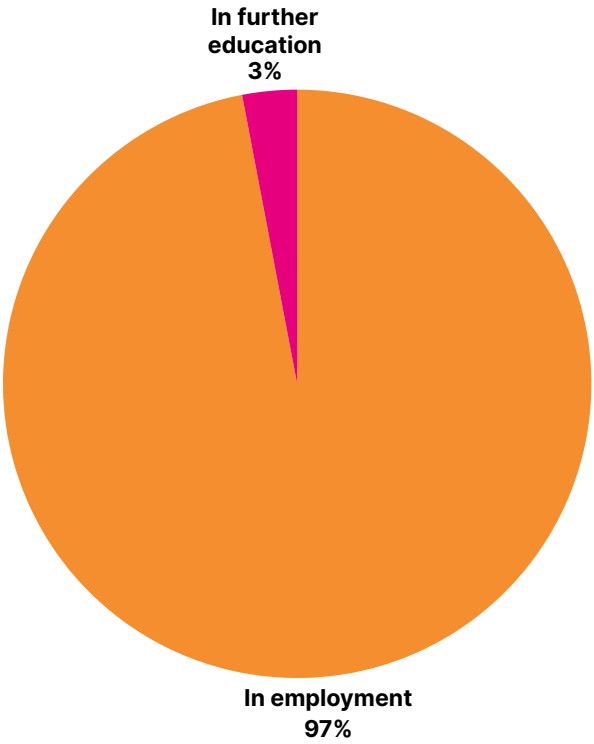
University of Galway.ie

Preparing graduates for *real-world challenges.*

Why Choose the MSc Marketing Practice

- Advance your marketing skills through the 37-week paid placement
- Renowned programme with a 97%. employment rate after completion.
- Cutting edge curriculum covering topics like “Inbound Marketing”, Digital Metrics and Analytics and Website Strategies
- On-site visits to companies recognised as world leaders in the practice of Marketing.
- Personalised mentoring, practical workshops, and real-world projects, ensuring hands-on experience and skill development.

Our Graduates - One Year post-graduation



“The Programme provided me with that highly sought after practical experience, but it also developed me personally in terms of confidence. I enjoyed the equal balance of practical work and deeper understanding of Marketing, the small class size which promotes engagement and the opportunity to build connections both professionally and personally. The support from the programme director and lecturers is genuine and easily accessible. Through constructive criticism, they pushed me to reach higher and I exceeded my expectations of myself as a marketer as a result.”

At the heart of our award-winning programme lies a **37-week paid professional marketing work placement**, providing invaluable hands-on experience in real-world marketing environments.

This is made possible by the broad range of companies that eagerly participate in our programme each year, ranging from burgeoning tech startups to established multinational giants, spanning every conceivable sector and situated across the country. These companies collaborate with us to craft challenging job specifications tailored specifically for students enrolled in our programme. This ensures that our students are tasked with meaningful responsibilities that align with the demands of modern marketing.

Examples of MSc Marketing Practice Host Company Opportunities

Click Here to learn what a day in the Life of a MSc Marketing Practice Student is like

On-Site Visits to *World-Leading Companies*

Students experience firsthand the practices of world-leading companies with on-site visits, providing invaluable insights and networking opportunities that enrich their learning journey.

Building your *network*

Team building is invaluable in fostering strong bonds, enhancing communications skills, promoting creativity and innovation, developing leadership qualities and building resilience and adaptability.

Unique *Action-Based* Learning

Join Our Community

Our students are not just enrolling in a degree programme – they are joining a vibrant community of scholars, professionals, and entrepreneurs. Here, students have the opportunity to collaborate with like-minded peers, engage in thought-provoking discussions, and forge lifelong connections that will enrich their personal and professional lives.

Career Opportunities

Graduates are highly sought after and build successful marketing careers regionally, nationally and globally in organisations across all sectors imaginable from global tech companies to local start-ups. Many start in graduate positions and quickly progress within these organisations.

Mentoring and Support

Students receive ongoing mentorship and support from our dedicated Programme Director and Module Leaders throughout their placement.

In-company visits ensure our students' progress is reviewed and facilitated effectively.

Testimonial

"There are so many things I loved about the program, but what stood out to me the most was the combination of theory and practical elements. Being able to apply what I learned in college during my placement was incredibly valuable, and it provided me with a holistic view of marketing operations within an organization. I would highly recommend it to anyone who is eager to begin a career in Marketing. "

Katie Kindregan - MSc Marketing Practice Graduate

Where our graduates are now

University of Galway.ie

Programme Learning *Outcomes*

Graduates of the MSc Marketing Practice will acquire the following skills and competencies:

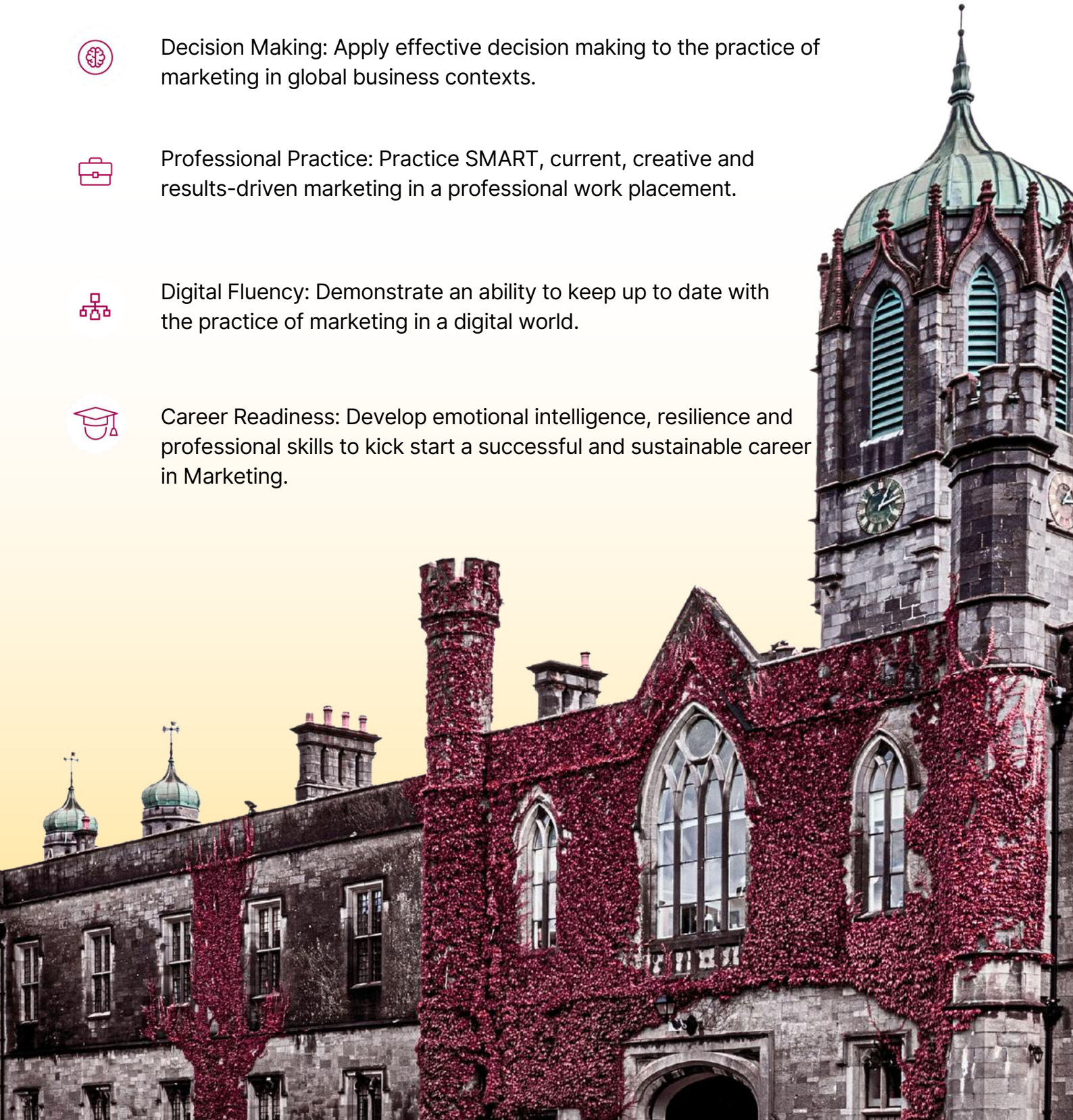
Problem Solving: Identify, analyse and solve applied marketing problems in individual and team-based settings.

Decision Making: Apply effective decision making to the practice of marketing in global business contexts.

Professional Practice: Practice SMART, current, creative and results-driven marketing in a professional work placement.

Digital Fluency: Demonstrate an ability to keep up to date with the practice of marketing in a digital world.

Career Readiness: Develop emotional intelligence, resilience and professional skills to kick start a successful and sustainable career in Marketing.



Modules Overview

Year 1

Semester 1

Core Modules (Credits)

MK5122: Inbound Marketing Strategy - 5 Credits
MK5150: Website Strategy & Management -5 Credits
MK5149: Marketing Practice for Sustainable Value - 5 Credits

Semester 2

Core Modules (35 Credits)

MK5159: Customer Engagement and Analytics via Digital Platforms - 5 Credits
MK5152: Research Insights for Marketing Decision Making - 5 Credits
MK5151: Digital Sales & Marketing Alignment - 5 Credits

Year Long (15 Credits)

MK586: Marketing Placement - 45 Credits
MK5145: Applied Marketing Project - 15 Credits

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.

THE WORLD UNIVERSITY RANKINGS

Top 2%

QS WORLD UNIVERSITY RANKINGS

AACSB ACCREDITED

SDG AMBASSADOR

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.

1

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

3

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

64

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

38

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 high H2.2 degree (NFQ Level 8 or equivalent) with a specialisation in Marketing.

A requirement of accepting an offer is that graduates are willing to be placed in a host company anywhere in the country. The programme is only available to EU students due to visa requirements.

Duration

1 Year

Course Fees for Academic Year 2026/27

EU: €11,700
Student levy: €140

Business Postgraduate Merit Scholarship

-up to 50% off tuition fee

Scholarships

Scholarships are awarded competitively, with recipients eligible to receive up to 50% of the program's tuition fees.

All candidates who achieved a H1 in their undergraduate degree and have accepted their offer by July 1st, 2025 will automatically be considered for this generous scholarship.

"I would recommend this programme to anyone who is looking to gain industry experience, whilst also wanting to expand their knowledge in the marketing landscape."

Testimonial

Angelica Wilcox

MSc Marketing Practice
GSK Brand Executive

Find out More

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Programme Administrator:
marketingpractice@universityofgalway.ie

Learn More:

AACSB ACCREDITED

ASSOCIATION OF MBAS

Top 2% QS WORLD UNIVERSITY RANKINGS

Athena Swan Ireland Silver Award — EQUALITY CHARTER

SDG AMBASSADOR