



# Institute of Business and Technology

## Marketing

### Study details

**Course type:** Master's degree

**Degree:** MSc in Marketing

**Study mode:** Full time

**Duration:** 12 Month

### Cost of study

**Cost :** 12 500 EUR

**Reg. fee :** N/A EUR

**Scholarship :**

**Insurance :** N/A EUR

### Intake/s

Sep

### Requirements

## Entry Requirements

The Academic and English Language Proficiency entry requirements for the MSc in Marketing Programme are as follows:

### Academic:

Possess a minimum Level 8 Honours Degree in Business or equivalent, with at least a second-class honour (2.2).

**A minimum of 30 credits in marketing or marketing-related modules is required.**

### And English Language Proficiency:

*With one of the following:*

**IELTS (Academic)**

6.0, *no component less than 5.5*

**DuoLingo**

Min score 105, min 100 in each section (under review)

**Pearson PTE Academic:**

Min score of 55

**TOEFL IBT:**

Min score of 80

**Cambridge English Qualifications** A minimum score of 180-190 (FCE Grade B)

## Proof of Finance Requirement:

You'll need to show you can cover €10,000 per year to cover living costs in Ireland, in addition to your course fees.

There are two easy ways to do this:

### Bank statements

- 6-month account history
- Proof of savings or sponsorship

### Education bond

- €10,000 payment option
- Approved by Department of Justice

## Visa Information and Medical Insurance

- Depending on your nationality, you may be required to apply for a visa to study in Ireland.
- It is the enrolling student's responsibility to inform us when they have submitted their visa application. A visa reference number and date of submission is required.
- If your visa application is refused, a refund (minus a €250 administration fee and €130 medical insurance, if MI has been purchased through the college) will be returned to you. Please note that we reserve the right not to refund fees where false, fraudulent, or fake documents have been submitted as part of a visa application.
- If your visa application is successful, you must send confirmation to us directly with a copy of the stamp on your passport.
- Please allow sufficient time to process the visa application, as it can take anywhere from 4 to 16 weeks. you will also need to notify us when you hope to travel before the start of the course so that we can provide you with additional details, such as accommodation, timetables, registration, induction schedules, and possible part-time job opportunities available (if required).

### Accommodation

## Campus Facilities

Whether you need a desk, a quiet library room, or an IT lab, we have the spaces and equipment you need for deep focus and productivity.

### IT Labs

We have four dedicated IT labs across our two campuses equipped with various specialist programmes designed for courses including Data Analytics and Graphic Design.

During induction, each student is provided with a login account for accessing the IBAT College Dublin Learning Portal. Once they log in, students can access numerous support services which have been customised specifically for them and their area of study including:

- Module selection and notes for all classes
- A forum section containing many threads, which range from discussions on areas of study, organising study groups, best reading lists and study material, selling second-hand books, and organising social and sporting events within the college.
- A student feedback service for each module that enables immediate feedback to the academic team

Using Google apps, the following communication and collaboration services are provided to all registered students:

- Gmail – Provides all students with 25 gigabytes of storage per account
- Google Talk – Lecturers and students can call or send instant messages to each other for free
- Google Calendar – Students can organise their schedules and share events, meetings and entire calendars
- Google Docs – Provides students with 25 gigabytes of storage for storing and sharing files 24/7 from any computer inside or outside the college

## Speciality

Three days per week

## Additional information

## Programme Objectives

The MSc in Marketing aims to significantly enhance graduates' marketing expertise and professional growth. Ultimately, our goal is to contribute 'best practice' insights to business development in the realm of marketing and digital marketing.

Due to the programme's practical nature, a strong emphasis is placed on continuous assessment based on real-world business challenges, fostering close engagement with local communities and industries. The diverse range of modules is meticulously crafted to instil graduates with a modern marketing mindset.

## Programme Learning Outcomes

- Having successfully completed this programme, graduates will be able to:
- Analyse marketing theory and practice with particular respect to SMEs.
- Critically appraise current issues and developments in consumer behaviour in the development of an omni-channel marketing experience.
- Develop and apply relevant digital, research, and analytics tools and techniques.
- Develop and apply an entrepreneurial and omni-channel skill set in a practical context.

- Critically analyse the marketing activities of SMEs, developing appropriate marketing objectives, tactics, actions, and metrics.
- Operate effectively in a variety of team roles and demonstrate self-direction when implementing and completing projects.
- Take individual responsibility for career and professional development.
- Plan and conduct research to develop marketing audits, marketing strategies, journey mapping, and a WBL Research Project.