Ollscoil na Gaillimhe
University of Galway

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

Master of Science
Marketing Management

EQUIS ACCREDITED

AACSB ACCREDITED

ASSOCIATION OF MBAS ACCREDITED



Unleash Your Marketing Potential

Course Overview

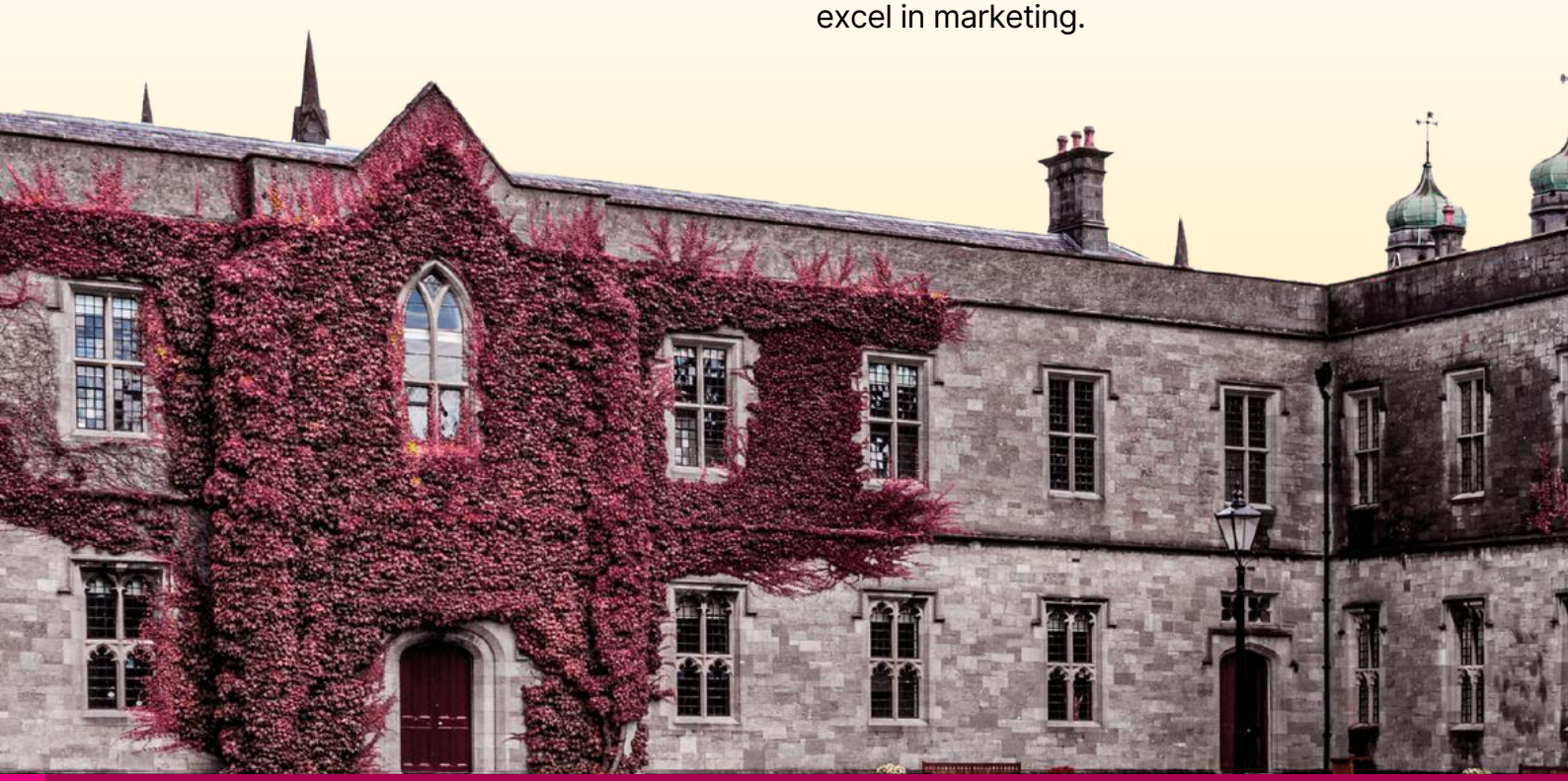
Step into the World of Marketing: The MSc in Marketing Management is your gateway to an exciting career, with limitless opportunities across various industries and sectors. Whether you're passionate about marketing or looking to pivot from a non-business background, this programme is your key to success.

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:

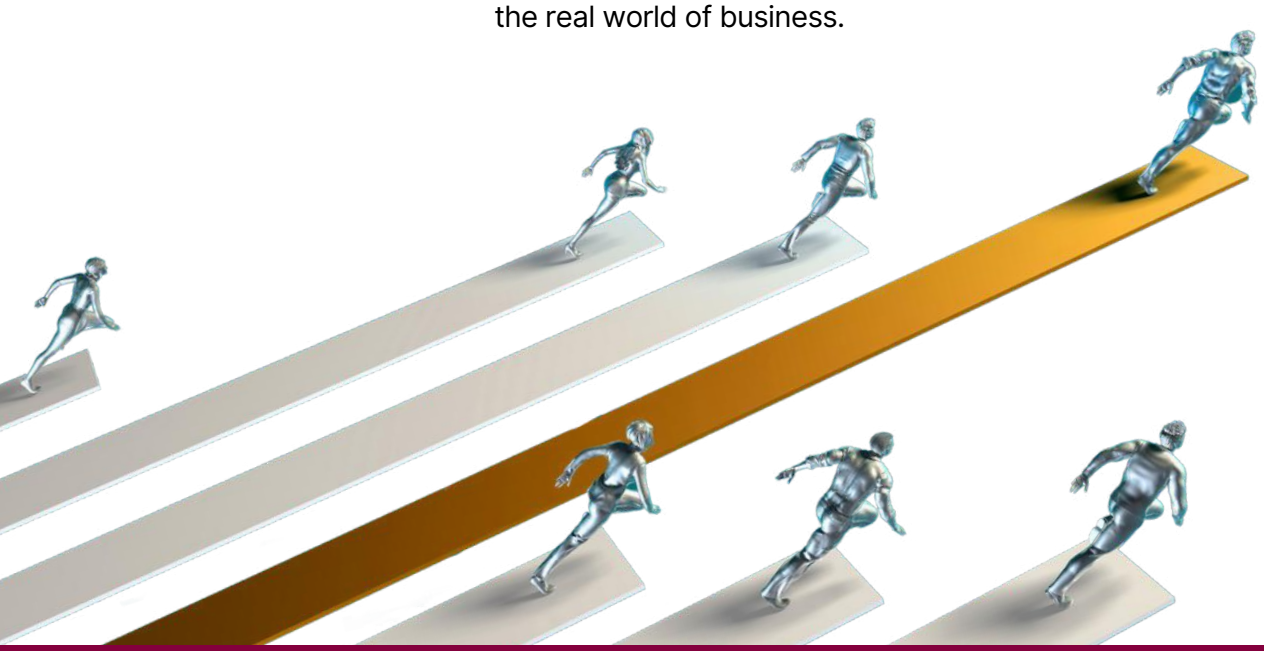
- Graduates launch successful careers at top firms like Johnson & Johnson, Accenture, and The Irish Times.
- Diverse opportunities across industries—from tech giants, financial powerhouses, consumer goods and green renewables.

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:

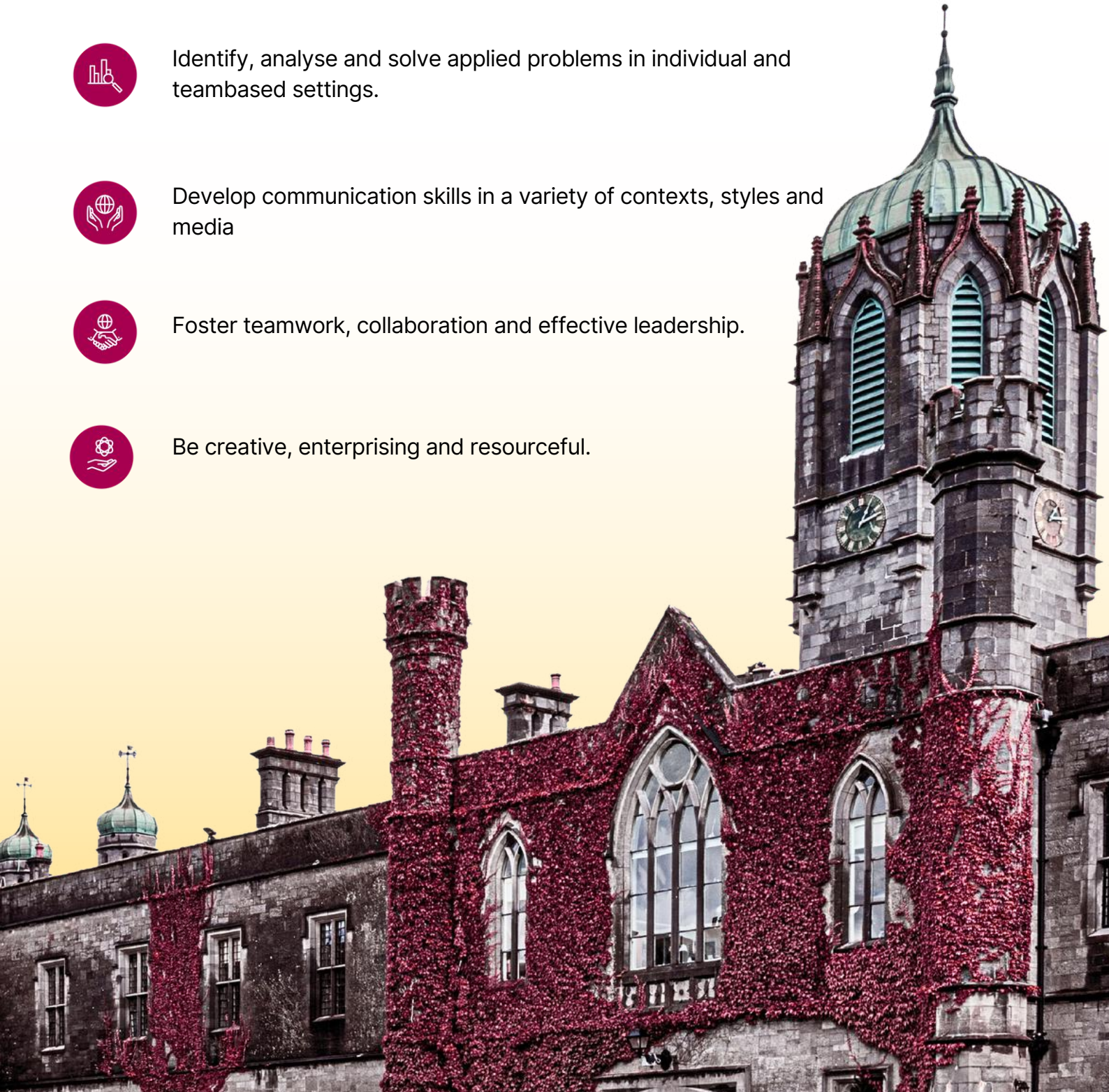
- Executive Masterclasses: Insights from industry leaders at companies like Google, Nestle, and Guinness.
- Marketing Institute of Ireland (MII) Partnership: Opportunity to sit the MII Qualifier Exam and earn MMII Grad status, boosting your professional credentials.
- Harvard Simulation Game: An immersive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

Year 1

Semester 1

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

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*

We are now a 'Triple Crown' School

We are part of an elite group comprising only the top 1% of business schools globally

Join **a globally recognised institution ranked among the best** for sustainability, and study on a campus committed to creating a greener future. Earn 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 job 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.

QS WORLD UNIVERSITY RANKINGS
2026
284th

QS WORLD UNIVERSITY RANKINGS
Europe 2026
98th

QS WORLD UNIVERSITY RANKINGS
Ireland 2026
4th

THE WORLD UNIVERSITY RANKINGS
The Sunday Times 2026
351-400

THE WORLD UNIVERSITY RANKINGS
The Impact Ranking 2025
- **1st in Ireland**
- **64th in the World**

THE WORLD UNIVERSITY RANKINGS
For Business and Economics 2026
301-400

Top 2%
of universities in the QS World rankings

Since 2024
University of Galway advanced to
SDG Ambassador

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 2027/28

EU fulltime: €12,000
EU part-time: €6,000
Non-EU: €21,300
Student Levy: €150

2 Year stay-back visa scheme

WORLD UNIVERSITY RANKINGS
BUSINESS MASTERS
RANKED
MARKETING
2026

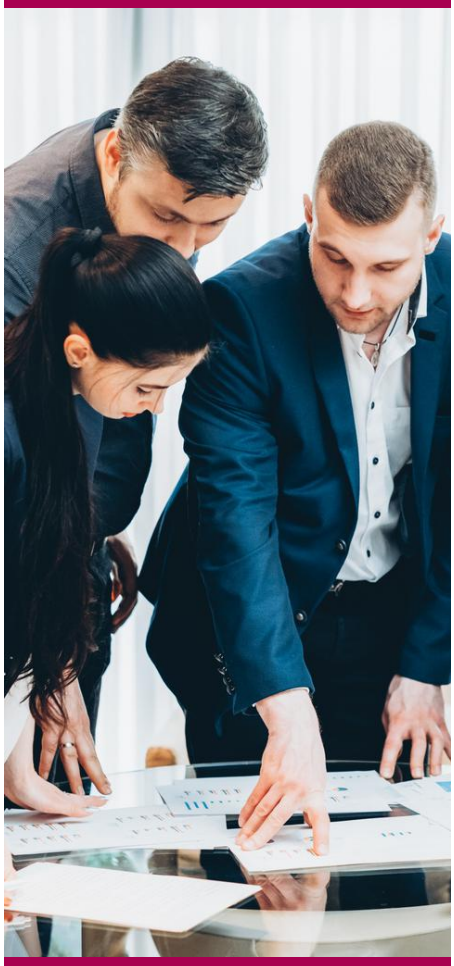
Top 150

QS WORLD UNIVERSITY RANKINGS

Find out More

Programme Director:
Dr Declan Fleming

Programme Administrator:
mscmarketing@universityofgalway.ie



Learn More:

EQUIS ACCREDITED
AACSB ACCREDITED
ASSOCIATION OF MBAS
Top 2% QS WORLD UNIVERSITY RANKINGS
Athena Swan Ireland Silver Award
SDG AMBASSADOR