Ollscoil na Gaillimhe
University of Galway

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

Master of Science
Digital Marketing

THE Awards 2026 Shortlisted Business School of the Year

EQUIS ACCREDITED

AACSB ACCREDITED

ASSOCIATION OF MBAS ACCREDITED



Ollscoil na Gaillimhe
University of Galway

Unleash your *potential*



MSc Digital Marketing Class of 24-25

University of Galway.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.

QS WORLD UNIVERSITY RANKINGS
BUSINESS MASTERS MARKETING
IN THE TOP 100
2025

MARKETING INSTITUTE IRELAND

HubSpot

Google

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*

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

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**.



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















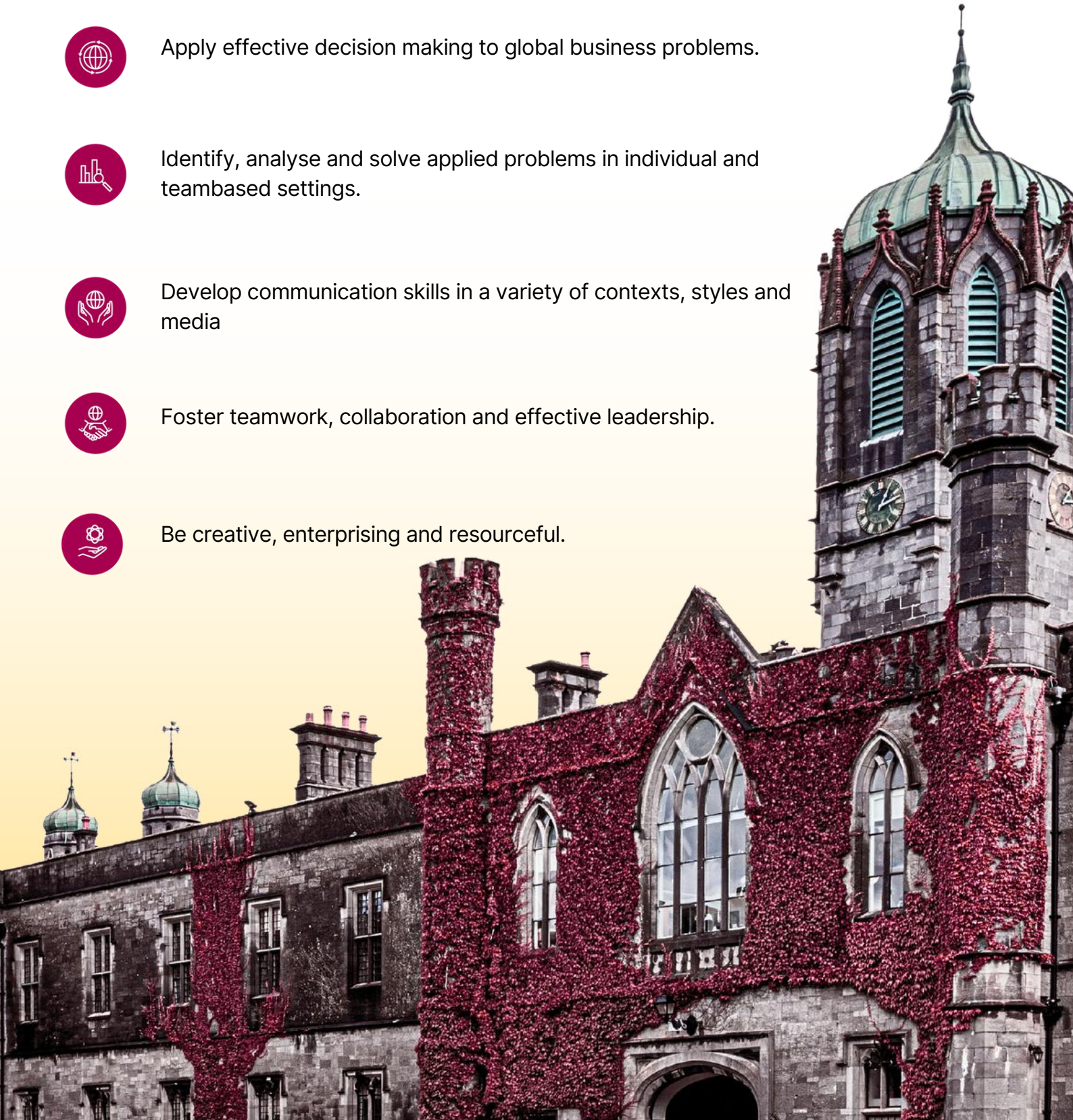
In 2024 the MSc Digital Marketing students unpacked the hype around the Metaverse and Web3. Alex Hamilton, Head of Innovation at Dentsu Creative UK delivered this Marketing Event and introduced students to the Metaverse Toolkit of Virtual Worlds, Custom Experiences, NFTs and Digital Items.

Student Testimonials

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.



Modules Overview

Year 1

Semester 1

Core Modules (35 Credits)

MK5146: Consumption & Society - 5 Credits
MK5139: Social Media Marketing Theory - 5 Credits
MK5143: Inbound Marketing & Content Creation - 10 Credits
MK563: Research Methods - 5 Credits
MK5133: Marketing Performance & Productivity - 5 Credits
MK5117: Services Marketing - 5 Credits

Semester 2

Core Modules (35 Credits)

MK5159: Customer Engagement and Analytics via Digital Platforms - 5 Credits
MK5158: Partnership Marketing - 5 Credits
MK5136: Digital Sales Management - 5 Credits
MK566: Strategic Brand Management - 5 Credits
MK5130: Digital Marketing Strategy - 10 Credits
MK5104: Marketing Analytics - 5 Credits

Project (20 Credits)

MK5148: Applied Marketing Project

List of modules is indicative and subject to change.

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 for Academic Year 2026/27

EU: €12,000

Non-EU: €21,300

Student Levy: €150

2 year stay-back visa scheme

Find out More

Programme Director:
Dr Patricia McHugh

Programme Administrator:
E: mscmarketing@universityofgalway.ie



Learn More:

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.

Testimonial

Aoife Bell

MSc Digital Marketing
Scholar - Graduate



AACSB ACCREDITED

ASSOCIATION OF MBAS

Top 2% QS WORLD UNIVERSITY RANKINGS

Athena Swan Ireland Silver Award

SDG AMBASSADOR