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 Practice

EQUIS ACCREDITED

AACSB ACCREDITED

ASSOCIATION OF MBAS ACCREDITED



Programme at a Glance

Award
Masters Degree

Course code
1MMK1

NFQ Level
Level 9

Duration
1 year full-time

Next Intake
September

Delivery Mode
On Campus

ECTS
90 ECTS

Tuition Fees
- EU: €12,000
- Non-EU: N/A
- Student Levy: €150

Who is this for?

The MSc Marketing Practice is ideal for ambitious graduates from any discipline, who want a career in marketing and are keen to gain hands-on experience through a paid placement.



Ready to apply?

Why *choose* this programme?

Paid Placement

37-week role in real marketing, earning €530 gross per week.

Career Outcomes

97% employment rate within months of graduation.

Top Employers

Graduates work at Google, HubSpot, SAP, IBM, Salesforce and L'Oréal.

Practical curriculum

Modules in digital metrics and inbound marketing, plus an applied project on real business challenges.

Personal support

One-on-one mentoring and in-company visits from the Programme Director and Module Coordinator.

No exams

100% continuous assessment through reports, projects, presentations and workshops.

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

Learn Marketing by *Doing It*: Get Paid, *Get Hired*

The MSc in Marketing Practice puts you in a real marketing role for 37 weeks, earning €530 gross per week, while you study alongside it. Instead of only reading about campaigns, analytics and brand strategy, you run them for a host company, from start-ups to multinationals.

This shows in your career. Graduates report a 97% employment rate within months of finishing. They go on to work at companies like Google, HubSpot, SAP, IBM, Salesforce and L'Oréal. Most start in graduate roles and move quickly into leadership and specialist positions.

You leave with experience employers want. You will have worked on digital strategy, market research, SEO and campaign delivery, and completed an applied project on a real business challenge. You can specialise in digital marketing, brand management, analytics or inside sales, and on-site visits to global marketing leaders show best practice in action. Assessment is 100% continuous, so your work reflects what marketers actually do, and mentoring from the programme team supports you throughout.

Placements are tailored to your preferences where possible, with Galway and Dublin the most popular locations, so you can build your career where you want to live.

If you want to stand out in a competitive job market, you will graduate with a master's degree, a professional network and a year of relevant experience on your CV.



Curriculum

The programme comprises 90 ECTS credits.
Modules are subject to change.

Year 1 (90 Credits)

MK5145: Applied Marketing Project - 15 Credits
MK5122: Inbound Marketing Strategy - 5 Credits
MK5149: Marketing Practice for Sustainable Value - 5 Credits
MK586: Marketing Placement - 45 Credtis
MK5144: Digital Metrics & Analytics - 5 Credits
MK5152: Research Insights for Marketing Decision Making - 5 Credits
MK5151: Digital Sales & Marketing Alignment - 5 Credits

Module descriptions are available under Curriculum on the MSc Marketing practice webpage programme webpage

Module availability and delivery may change. Please refer to the programme webpage for the most up-to-date information.

Hear from our Students & Alumni



"The MSc Marketing Practice journey became so much more than a degree. It was a year of highs and lows, creativity and challenges, deadlines and celebrations! A year filled with opportunities, experiences, friendships, and memories. From campaigns and events to coffee-fuelled brainstorming sessions and everything in between, this year has helped shape both who I am professionally and personally."

Aoife Maher

Marketing & Research, IdeasLab, University of Galway



" A huge part of my experience was getting to work inside a small, fast-moving, growth-oriented retention company in Galway and that genuinely changed everything. When you're working in a business that lives and breathes customer growth, you're not dealing in hypotheticals. You're talking to real people, looking at real data, and learning as you go either way. It gave me a wealth of knowledge.

Amber Kenny

MSc Marketing Practice | Scholar Recipient



Receiving the scholarship has made progressing to postgraduate study more achievable financially and has given me greater confidence in taking this next step. It will allow me to focus on making the most of both the academic and practical elements of the MSc. Ultimately, the scholarship will help me build on my existing marketing experience, gain further industry exposure and develop the skills and knowledge I need to pursue a career in marketing.

Evan Stynes

MSc Marketing Practice | Scholar Recipient

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

Admissions & how to apply

Entry Requirements

Normally a high H2.2 degree (NFQ Level 8 or equivalent) with a demonstration of an aptitude in Marketing. Suitability for a place on the programme is assessed through an internal interview process.

Following a successful interview, applicants will receive a conditional offer. Applicants must secure a professional marketing placement (with the support of our Placement Officers) and provide proof of placement, such as a copy of their employer contract, in order to register for the programme. Applicants remain in a status of Accepted Offer Conditional until proof of placement has been received.

English Language Requirements

IELTS 6.S overall, with no less than 6.S in Writing and no less than 6.0 in any other band or equivalent, where applicable.



How to apply?

Apply online at: https://nuigalway.elluciancrmrecruit.com/Apply/Account/Login



Scholarships

Merit based scholarships available.



Work in Ireland

Non-EU students are eligible for the 24-month StayBack Visa here. A great opportunity to accrue international experience.

Questions?

Find out More

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find out more

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Where will it take *you*?

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