



Maynooth University School of Business

Marketing

MSc Strategic Marketing

Why study Strategic Marketing?

If you are a recent business or marketing graduate seeking to build your career in marketing or a marketing professional who wants to move to the next level of their career in marketing, this degree provides you with the skills, competences and knowledge to achieve this goal. Marketing is often seen as a tactical activity with significant attention being paid to issues like digitisation of marketing and the rise of social media. However, this programme takes you behind these tactical issues and considers how these technologies and other key skills can be deployed effectively and efficiently in organisations. This programme provides key marketing knowledge and analytical skills to understand the market of today and generate, develop and implement strategies that provide real value for organisations. Successful marketers are able to work in teams and develop solutions for clients, be they internal or external. Our approach to learning by doing gives you the opportunity to develop these skills with real client projects throughout the programme.

Why this programme?

The MSc Strategic Marketing is focussed on developing high level knowledge and skills in marketing. Marketing is more than just an organisational function. It is a customer-centric, enterprise-wide set of processes, systems, and activities that connect firms and customers in a dynamic global marketplace. This global market place is interconnected and one of the underlying themes in this programme is that of relationships. While marketing is partially transactional, deep long lasting relationships are a feature of marketing practice.

This programme is underpinned by relationship concepts through consideration of issues such as sales management in an international environment, increasingly important in a post-Brexit Europe, and the value of analytics to help organisations understand the big data environment that firms operate within. Consumers today are more discriminating and perceptive. This programme will develop your understanding of how consumers make decisions in the current environment.

How will this help my career?

This programme provides graduates with significant insights into the modern consumer as well as the operations of businesses, including government from a marketing perspective. A strategic perspective on the various challenges facing organisations, including big data, social media, globalisation and changing consumers, will enable you to take your career to the next level. There are significant opportunities to enhance your employability: a live case study with a company, a focus on global sales (a key national objective evidenced by recent Enterprise Ireland reports), and a concentration on analytical skills. These specific experiences are enhanced by a dedicated core module that emphasises your personal career development. The Work Placement or Business Consulting Project capstone elements are particularly valuable to employers as they demonstrate your ability to apply your learning in the world of work. All students on this MSc are entitled to free Graduate membership of the IMCA (Institute of Management Consultants & Advisors) for the duration of the programme and for the 12 months following completion.



What are the entry requirements?

You must hold a Business, Management, or Marketing degree, or a Business related (level 8) degree, having achieved a minimum of a 2.2 honours (or equivalent) overall. Alternatively, you may hold a non-Business degree (minimum 2.2 overall) with at least five years' relevant work experience. Exceptionally, consideration will be given to candidates who do not hold a primary degree, but who do have significant relevant work experience, at least three of which are in a management position. For the MSc Strategic Marketing, this experience should involve marketing responsibilities. International applicants are expected to have the equivalent of an honours degree from an Irish university and meet English language requirements.

Course Structure

A key innovation is the concept of Marketing Live, which gives you the opportunity to put your marketing knowledge into practice with a live client on a real marketing problem. The programme is an intensive and fast-paced specialist Masters programme which helps students to develop a high level of competence in marketing strategy. The programme is offered in both full-time (12 months, typically delivered in blocks of two full days every two weeks) and part-time mode (24 months, delivered two full days every 4 weeks). Students are encouraged to learn independently, through significant reading and assignments, both on their own and working in teams, prior to a class and afterwards.

Course Fees

EU Tuition Fees (2024/25)

€9,500 (full-time) / €6,650 p.a. (part-time)

International Tuition Fees (2024/25)

€18000 (full-time)

Fees may be liable to change.

See www.maynoothuniversity.ie/student-fees-grants

Module Themes

Semester 1:

- > Career Planning and Development
- > Digital Marketing Communications
- > Data-driven Marketing

Semester 2:

- > International Sales Management
- > Marketing Live
- > Disruptive & Emerging Digital Technologies
- > Intro to Sustainability in Business
- > Actionable Insights Through Research

Year Long:

- > Research Seminar Series
- > Industry Speaker Series
- > Consultants and Clinics
- > Independent Study

Summer Pathway:

- > Business Consulting Project (BCP) OR
- > Dissertation

How to apply?

Apply online at www.pac.ie, choose Maynooth University
PAC Code: MH88D (full-time) / MH89D (part-time).

Where can I find more information?

For more information on the MSc in Strategic Marketing, please contact:

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🖱 www.maynoothuniversity.ie/school-business