



Maynooth University School of Business

Marketing

MSc Consumer Insights and Branding Strategy

Why study Consumer Insights and Branding Strategy?

In a dynamic business world, marketers need to understand how to build brands and maintain strong brands over time. This programme targets this critical need for expertise in branding strategy.

Effective branding strategies help to generate positive customer responses such as brand recognition, word of mouth, brand trust, and brand loyalty. Consumer insights help firms to plan, drive and evaluate their marketing strategies, to develop and maintain their brands, and to evaluate the effectiveness of branding activities. This programme is unique as it focuses on consumer insights to address these needs, and to inform branding strategies.

The practice of branding and brand management is always evolving. Successful brand strategists are able to navigate the ever-changing environment and utilise consumer insights to make better marketing decisions. Our approach to learning gives you the opportunity to develop knowledge and gain practical experience through project-led modules that also provide invaluable skills.

What is this programme about?

Our programme enables you to develop expertise in understanding consumer behaviour, and the principles of strategic brand management. Students will learn core theories of consumer attitudes and decision-making and understand how they are applied in marketing practice.

By gaining expertise in strategic brand management, students will learn the most effective strategies to develop and enhance brands, and they will gain the tools for building and sustaining brands over time. These learnings are coupled with a focus on understanding emerging trends in consumption, consumer technologies and branding.

As marketing communications are the 'voice' of a brand, students will also gain expertise in integrated strategic marketing communications, learning about how online social media and offline traditional media can be integrated to build brands and to engage consumers.

Branding is a dynamic field and therefore students will also learn about the contemporary issues affecting practice, and gain an appreciation of emerging trends, so that they are equipped for the ever-changing marketplace.

In our modules, you will have the opportunity to develop skills that are relevant to gaining consumer insights and developing branding strategy in industry today, and to benefit from the expertise of our research active faculty, and industry contacts. You will also get to experience our 'Marketing Live' module.

Our final semester permits you to work on placement with an industry partner, or design and implement branding activities for an organisation, or undertake an academic dissertation.

How will this help my career?

In this programme, students will learn core marketing theories as well as gaining an understanding of contemporary issues that affect brands and influence consumers.

Students will benefit from project-based learning, addressing issues faced by brand managers. You will learn how to understand and interpret consumer attitudes and behaviour, and how consumer insights can be harnessed to drive branding strategies. You will also learn how to develop branding strategies and to evaluate the effectiveness of those strategies. Upon completion, you will have a valuable and varied skill set to enable you to successfully join the world of work.

The MSc in Consumer Insights and Branding Strategy provides students with clear differentiation that aligns with industry needs. The programme offers a path to advanced positions in marketing and branding, in roles such as product or brand management, brand consulting, brand activation, customer and marketing experience management, and consumer insights management. As the principles of consumer behaviour and branding strategy are universally applicable, the programme is also of benefit to students from diverse geographic regions.

What are the entry requirements?

Candidates should have a minimum 2.2 grade honours (level 8) degree in a business discipline and/or media, psychology or psychological studies.

Candidates with a minimum 2.2 grade honours (level 8) degree in any discipline who can demonstrate significant experience in business-to-consumer marketing or branding will also be considered.

In exceptional circumstances, consideration will be given to candidates who do not hold a primary degree, but who do have at least 10 years relevant work experience at least 3 of which must be in a management position in business-to-consumer marketing or branding. This is done through the Maynooth University Procedure for Non-Standard Entrants and Recognition of Prior Experiential Learning

International applicants must have a recognised primary degree in business and/or media, psychology or psychological studies, which is considered equivalent to Irish university primary degree (level 8) at 2.2. Candidates with a minimum 2.2 grade honours (level 8) degree in any discipline who can demonstrate significant experience in business-to-consumer marketing or branding will also be considered.

What will I study?

This challenging and demanding programme is fast-paced, developing a high level of competence in consumer insights and branding strategy across the programme, in full-time mode (12 months) or in part-time mode (24 months). We have two semesters of taught modules, during which each module is taught over four days. These four days will be time-tabled three to four weeks apart so that learning can occur between the

individual teaching days and permits reflection on content and the completion of projects and tasks.

The programme will generally be delivered through lectures, presentations, and intensive workshops. Part-time students attend their sessions over two years, completing the Business Consulting Project in their second year. Themes may include:

Module Themes

- > Consumer Behaviour
- > Strategic Integrated Marketing Communications
- > Marketing Analytics
- > Career Planning and Development
- > Strategic Brand Management
- > Emerging Trends in Consumption, Consumer Technologies and Branding
- > Introduction to Sustainability in Business
- > Evidence Based Management
- > Marketing Live

Year Long:

- > Research Seminar Series
- > Industry Speaker Series
- > Independent Study

Summer Pathway: Business Consulting Project (BCP) OR Dissertation OR Placement.

Course Fees

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

How to apply?

See www.maynoothuniversity.ie/study-maynooth/how-apply for more information.

Where can I find more information?

For more information on the MSc Consumer Insights and Branding Strategy, please contact:

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🖱 www.maynoothuniversity.ie/school-business