

MSc, Postgraduate Diploma & Certificate in **Marketing**

Postgraduate Certificate in **Digital Marketing**



The aim of our online part-time suite of courses in Marketing and Digital Marketing (Level 9) is to equip learners with advanced knowledge and skills to become highly proficient in marketing practice. The student will synthesise leading-edge knowledge and practice within the marketing discipline. The programme will reflect contemporary contextual challenges from digital marketing to marketing effectiveness and commercial considerations.

Key areas covered include Brand Management, Digital Marketing, Digital Customer Experience, Design Thinking for Innovation, Emerging Technologies and Applications, Strategic Marketing, Brand Management, Digital Sales Practice, CSR & Sustainability, and Business Analytics.

Course Title

MSc, PG Dip & Cert
Marketing & Postgraduate Cert
Digital Marketing

NFQ Level

9

Campus

ATU Sligo

Duration

1-3 years (depending
on exit award)

Programmes

Master of Science in Marketing (Online)

Level 9 | 90 Credits | 2/3 Years

Postgraduate Diploma in Marketing (Online)

Level 9 | 90 Credits | 2 Years

Postgraduate Certificate in Marketing (Online)

Level 9 | 30 Credits | 1 Year

Postgraduate Certificate in Digital Marketing (Online)

Level 9 | 30 Credits | 1 Year



Who should apply?

The learner profile for this award is expected to be those working in a marketing and/or management role looking to upskill and improve the effectiveness and efficiency of their marketing competencies. In addition to existing professionals, this course is also intended for recent business and marketing graduates progressing from undergraduate programmes and who wish to focus on a marketing career. This course will allow learners to develop relevant skills and knowledge that can help to unlock their potential as they proceed to the next stage of their career.

How will I learn?

For part-time study on these Level 9 marketing programmes, there will be two to three modules per semester. Each module will be delivered through live online evening lectures each week. The live lectures are recorded for students that cannot attend live sessions and learning material can be accessed through our virtual learning environment.

Further Questions?

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