



# MASTER OF SCIENCE IN MARKETING PRACTICE

## PROGRAMME OVERVIEW

The aim of the MSc in Marketing Practice is to significantly contribute to the marketing expertise and professional development of graduates, and ultimately make 'best practice' contributions to business development in the field of marketing.

## KEY FEATURES

- Industry Placement
- New focus on Digital Marketing and Analytics
- Excellent track record of graduate employment in marketing positions
- Small class sizes, facilitating a learner centred approach
- Hands on projects

## WORK PLACEMENT

The MSc in Marketing Practice provides a real opportunity for graduates to grow their employment and career prospects. The Work Placement not only exposes the graduate to real-life marketing challenges but also provides an opportunity to embed best practice marketing techniques in local organisations.

## PROGRAMME STRUCTURE

One-year full-time or two-years part-time. 12 week work placement in Semester 2 (with Friday workshops in LYIT).

Semester 1	Semester 2 (Workshops & Work Placement)
<ul style="list-style-type: none"> <li>• Driving Marketing in SMEs</li> <li>• Managing the Innovation Process</li> <li>• Digital Marketing *NEW*</li> <li>• Research Methods</li> <li>• Academic Writing (optional)</li> </ul>	<ul style="list-style-type: none"> <li>• Applied Strategic Business Planning</li> <li>• Business Analytics</li> <li>• Managing Sales</li> <li>• <b>Work Placement</b></li> <li>• Dissertation (submitted at the end of July)</li> </ul>

**“THE MSC COURSE ALLOWED US THE OPPORTUNITY TO EMPLOY A MARKETING EXECUTIVE ... THE SUCCESS OF THIS OPPORTUNITY CAN BE JUDGED ON THE FACT THAT TWO AND HALF YEARS LATER WE STILL HAVE THE LYIT GRADUATE EMPLOYED ON A FULL TIME BASIS! ... WE AT ARENA7 ARE GLAD WE CHOSE AN LYIT GRADUATE.”**

Arena 7 Entertainment Complex

**For further information please contact the School of Business on 074.9186210**