



Marketing & Management Strategy Masters (MBus)

Commencement Date:	Mid to Late September 2017
Venue:	Moylish Campus
Part-time v Full-time:	<u>Full-time (12 months):</u> 19 compulsory hours per week <u>Part-time Flexible (24 months):</u> 1 evening per week (3 hours) and 7-8 Saturdays (8 hours each) per academic year
Fees:	<u>Full-time:</u> €5850 (TBC for 2017) <u>Part-time:</u> €2925 per annum (TBC for 2017)
Entry Requirements:	Honours degree in business/marketing <u>or</u> appropriate business qualification with at least 2 years relevant professional experience.
Other Requirements:	All students on the course need a laptop computer. In order to facilitate participating organisations, students need to be flexible re attending occasional classes at unscheduled hours in the evenings or on Saturdays.
Exams:	No exams. All assessments take place on a continuous basis throughout the programme.

This programme will employ student-centered learning using Problem Based Learning (PBL). The aim of PBL is to prepare students for the demands of real life marketing and management positions in a rapidly changing, knowledge-based economy. In a PBL environment, students are encouraged to solve problems, which are set in a real world framework.

This will involve:

- Complex problem solving
- Engagement with 'real world' scenarios
- Discovering new knowledge
- Group work

Deliverables for PBL problems will vary and may include: reports, presentations, web pages, news items, posters, manuals, research papers, models, etc. Problems and projects will mirror the types of situations students are likely to encounter when they graduate and many will involve contact with outside companies.

The parameters of the problems, and companies' expectations in relation to outcomes, will be agreed between the lecturers and the companies before students apply themselves to the tasks. Time scales, deliverables and the levels of interaction and feedback required will also be agreed at the outset of each project. Participating companies will also benefit from valuable analysis and research assistance.

The course will cultivate strategic thinkers with extensive high-level marketing and management knowledge and practice. Learners will be provided with opportunities to engage in marketing and management problems in several organisations and will develop excellent interpersonal, analytical and problem solving skills.

"The Masters in Marketing and Management Strategy allowed me to effectively develop my knowledge and skills in a highly practical environment. An emphasis on team work and dealing with real life situations provided me with a great level of confidence and capability entering the work force." (Niamh Smyth, Graduate)

"Completing the Marketing and Management Strategy Masters helped me greatly in starting my career, the lessons learned through team work, projects and real world business experience has given me essential skills that can be applied in today's working environment." (Daniel Tobin, Graduate)



Master of Business in Marketing & Management Strategy

Course Content

Introduction: Week 1 (compulsory).

Taught Program Modules: (Approx. 29 weeks per academic year).

- **Marketing & Management Planning, Strategy and Innovation.** This module will:
 - Provide learners with the tools necessary to prescribe long-term plans, strategies and innovations which will enable firms to achieve their corporate objectives.
 - Build students' abilities to analyse internal and external factors affecting organisational performance.
- **Integrated Marketing Communications (incl. New Media).** This module will:
 - Develop students' skills in using modern communication tools in practical situations.
 - Research marketing communication theory and apply it to practical situations.
 - Set problems requiring students to develop skills reflecting those used by professional practitioners.
- **Financial Analysis for Management Decisions.** This module will:
 - Engage learners in key financial matters that influence the success or otherwise of organisations.
 - Apply financial management to the planning and control of corporate activities.
 - Interpret the technicalities of financial analysis with an emphasis on explaining and rationalising the information produced with each activity.
- **Brand and Product Management & Commercialisation.** This module will:
 - Evaluate the importance of branding within the arena of contemporary marketing.
 - Consider the implications of product development at all stages of design and commercialisation.
 - Evaluate the role branding has to play in the development and commercialisation of products and services.
- **Consumer Behaviour and Relationship Management.** This module will:
 - Analyse the critical issues in consumer behaviour thought and practice.
 - Evaluate consumer choice processes, the effects of experience and learning, attitude formation, social networks and their impact on consumption, segmentation, brand management and communications processes.
 - Apply theoretical frameworks, market research, experiments and detailed case studies.
- **Research Methods:** This module will:
 - Evaluate research methods and tools that help the academic and/or business manager to identify, understand and solve management problems and improve decision making ability.
 - Analyse business problems and defend scientific research as a problem-solving tool.
 - Select and apply appropriate research designs.
- **Research Dissertation Preparation & Supervision**
 - Engage in the planning and preparation of a research thesis.

Thesis Writing up: 12 weeks approx.(June-Aug) Thesis (20000 words) due last working day of August in the year of student's graduation.

Some of our Past Graduates' Job Titles

Marketing Manager (BBNet)	HR Advisor (Telefonica)
Digital Marketing Account Exec. (Marketing Results)	Researcher (Digino Marketing)
Social Media Marketing Manager	Digital Media, Marketing & Events Officer (Ballyhoura
Account Manager (Kantar Media)	Failte)
Marketing Assistant – (Russell Brennan Keane)	Digital Marketing Executive (IDF Marketing)

Statements from students that have completed the Programme

"This PBL course was a good choice on my part."
 "LIT was a good choice for my masters".
 "I feel that I would perform much better at job interviews now."
 "I think this is a brilliant course."
 "I would recommend this course to anyone."
 "This course has helped me uncover weaknesses in myself that I can now address."
 "This year has been more beneficial than the past four years at undergraduate level combined"
 "I feel that I will now be in a position to sell myself better as a graduate."