

Trinity College Dublin is an international university, steeped in history with a reputation for excellence in education, research and innovation.



MSc in Marketing

This intensive programme is designed to equip you with the relevant skills required for a successful career in Marketing. With a blend of traditional and contemporary thinking, we ensure that our students understand the fundamental building blocks of ‘how to market’ in the 21st century and the modern technologies that connect businesses to their consumers today.

About the Programme

Analytical and practice-based training is delivered by expert faculty and executives from top multinationals, with a focus on providing corporate connections to the marketing and digital marketing industries. This programme focuses on marketing strategy, branding, advertising, consumer behaviour and the digital marketing communication skills required for graduates to excel in their choice of specialised marketing career.

Career Prospects

This programme delivers a balanced curriculum of traditional marketing strategy, branding, consumer psychology and the communication skills required for graduates to excel in their employment of choice. It allows graduates to seek roles in industry, agency, communications or digital firms. Current graduates have careers across many industries including technology, retail, consulting and hospitality. Recent employers include Oracle, Amazon, Facebook and Accenture.

CONTACT US

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Features & Benefits

- ✓ Ranked 1st in Ireland and 5th in Western Europe for Marketing. Eduniversal 2019.
- ✓ Graduates from all disciplines. No prior marketing knowledge required.
- ✓ Strong industry and partnership approach. Many of our visiting lecturers and guest speakers are leaders in advertising, brand and digital marketing.
- ✓ Highly interactive lessons with opportunities to develop presentation skills, deal with real-life case studies and work in group assignments.



“The marketing profession is changing rapidly with new ways of engaging and communicating with customers, as well as new ways of offering value, not just to customers, but to society as a whole, developing almost daily. Working within dynamic teams on specified marketing projects, we encourage and teach our students to apply critical thinking to all aspects of marketing thought and practice to develop effective marketing solutions, while also facilitating the development of vital interaction, communication and negotiation skills. This programme enables our students to be forward thinking in their approach and future career.”

Sarah Browne, Director of MSc in Marketing.

Curriculum

This one year programme offers a number of core modules and the option to customise your degree with a range of exciting electives and a dissertation. Modules may include:

CORE

Marketing Management
International Marketing
Strategy
Consumer Behaviour
Data Analytics & Market
Research
Brand Management
Digital Marketing
Communication
Marketing & Society
Advertising Management
Research Methods
Entrepreneurship

ELECTIVE

Sales Management
Science, Technologies & Markets
Innovation & Digital Technology
Digital Business Models
E-commerce

Curriculum subject to change

DISSERTATION

The dissertation allows you to showcase the knowledge you have gained and enhance your career potential by specialising in a particular area.

Making an Application

Submit your application and supporting documentation online at www.tcd.ie/business. Due to the popularity of our programmes early application is advised.

How to Apply

To apply for our programmes you must complete the online application form and attach your supporting evidence. You will need:

- Copies of your completed transcripts or transcripts to date
- Two supporting academic references or include contact details for two supporting academic references
- Proof of English (for non-native English applicants). For information on acceptable language tests, please visit our website.
- CV or resume
- Any other relevant evidence

Application fee €55

Entry Requirements

- A first or upper-second class honours degree (or its international equivalent)
- English Language requirement: minimum IELTS score of 6.5 overall or TOEFL 88. **Note:** For the MSc in Marketing and the MSc in Digital Marketing, a higher IELTS score is required of 7.0 overall. For details on the minimum requirements for other tests, please visit our website.
- Two supporting academic references
- A GMAT may be requested in certain cases *

Top Tips

- ✓ If you have completed qualifications or exams beyond our minimum requirements, please include this evidence. These include accountancy exams or other professional qualifications, GMAT and GRE tests.
- ✓ Write a brief personal statement. Outline your motivation for applying for the programme and highlight your key achievements, academic or personal.
- ✓ For non-native English speakers. If you have completed the whole of your undergraduate studies in English you may be exempt from the IELTS requirement. Let us know in your application.

Get in Touch

Please contact the admissions team for more information about our programmes, the application process or to schedule a one-to-one appointment.

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EMAIL: business.masters@tcd.ie

*For our quantitatively focused programmes, if the candidate has not proven these skills with their undergraduate studies, the admissions team may request a GMAT test score in lieu as supporting evidence.

How to apply in 5 easy steps

01



Choose your programme

02



Apply online at tcd.ie/business

03



Upload your supporting documentation

04



Pay the application fee €55

05



Submit your application

Programmes

MSc in Finance	EU: €17,600 Non-EU: €22,300
MSc in Financial Risk Management	EU: €17,600 Non-EU: €22,300
MSc in Digital Marketing	EU: €14,500 Non-EU: €19,500
MSc in Marketing	EU: €14,500 Non-EU: €19,500
MSc in Entrepreneurship	EU: €14,500 Non-EU: €19,500
MSc in Human Resource Management	EU: €14,500 Non-EU: €19,500
MSc in International Management	EU: €15,500 Non-EU: €19,500
MSc in Management	EU: €14,500 Non-EU: €19,500
MSc in Supply Chain Management	EU: €14,500 Non-EU: €19,500
Postgraduate Diploma in Accounting	EU: €10,500 Non-EU: €15,500
MSc in Law and Finance	EU: €15,500 Non-EU: €19,500

Hear from our Graduates



Aimée Louise Carton
MSc in Entrepreneurship
Graduate

Current employment: **Founder of KeepAppy, Dublin**

"The MSc in Entrepreneurship was so different from my two previous degrees as it emphasised practical learning and a real-world approach to entrepreneurship. For example, instead of learning the theory around setting up a business, we were given one week to do just that during the Business Model Innovation module. From day one, myself and my peers were challenged by successful entrepreneurs and investors who pushed us to be the best that we could be. The programme has allowed me to meet incredible friends, professionals and thought leaders as well as my co-founder! We've since launched our start-up KeepAppy, which we are pitching shortly on the global stage in Silicon Valley — this simply would not have been possible had I not undertaken this course."



Andrew J. Chwalik
MSc in Marketing
Graduate

Current employment: **Co-Owner and Operator for Topped Ice Cream & Adjunct Professor at Walsh University, Ohio**

"The best thing about being a student at Trinity Business School, besides the extraordinary students, is the high quality educational experience. Each professor has their own experience in a relevant field and utilises their knowledge to teach a specific subject. You get real world experience blended with a nice amount of theory. I couldn't be happier with the teaching style and diversity of the instructors. The highlight of the programme for me was being able to study a subject I love with so many other bright, young minds that shared in my passion. My classmates came from all over the world and it was amazing working together to develop solutions for current industry problems."



Christopher Ewert
MSc in Finance Graduate

Current employment: **Investment/Corporate Credit Analyst at Guggenheim Partners, Dublin**

"Joining Trinity Business School was the best decision I could have taken, not only from an academic standpoint but most importantly for my personal development. The Masters in Finance helped me to build international relationships, expand my network and make new friends. The practical and business case-oriented lectures, tutorials and group projects provide all tools necessary to forge a career in Finance; I got a job in Leveraged Finance less than a month after I submitted my dissertation."



Kevin Haughan
MSc in Management
Graduate

Current employment: **Lead Product Analyst at Badoo/Bumble, London**

"The MSc Management was one of the most rewarding years of my education, thanks to the wide range of engaging classes and the diverse backgrounds of the students that the course attracts. The array of different perspectives among the class makes for extremely interesting team projects, and great friendships. Since finishing the course, I've been able to put all of my newly acquired academic knowledge straight into practical use through marketing campaigns, interviewing new hires, conducting financial analyses, managing logistics and leading teams."



Varun Reddy
MSc in Human Resource
Management Graduate

Current Employment: **Owner & Founder at All About Planning, Dublin**

"The MSc in Human Resource Management course is very well designed for students from diverse educational backgrounds. The overall quality of education is excellent and as a Trinity student, I was able to expand my professional network beyond my expectations. All the modules are tailored as per the current industry requirements and delivered by outstanding professors. Company trips organised as a part of this course were another great opportunity for me to acquire practical industry insights and reflect on my learnings. Trinity has been an experience of a lifetime and so were all the personal and professional relationships developed during this journey."



Philippus von Nerée
MSc in International
Management

Current employment: **Head of Operations at Semasio GmbH, Hamburg**

"I chose Trinity Business School's MSc in International Management programme based on my interest in the challenges of an increasingly globalised world. It added a great variety of managerial expertise to my economical knowledge that I accumulated in my undergraduate studies. Furthermore, the unique atmosphere of cultural diversity within the class combined with the international residency weeks vastly expanded my awareness of the challenges to internationally operating corporations."



Sandhya Raghuvanshi
Postgraduate Diploma in
Accounting Graduate

Current employment: **Audit Trainee at Deloitte, Dublin**

"I sought admission in the Postgraduate Diploma in Accounting coming from a non-accountancy background. The modules on offer gave us a deep insight into the subject with constant support and the best possible mix of practical and theoretical knowledge. Exposure to group project work, in-class interactions, and contact with other international students will all be significant for your academic and social life. As soon as I completed the course I got a job offer from one of the Big 4."



Délia Ridoux
MSc in Financial Risk
Management Graduate

Current employment: **Financial Risk Analyst at Citi, Dublin**

"Trinity was an experience I will never forget and I would highly recommend this programme. The relative small size of the class, coupled with the devotion our lecturers gave us throughout the year was an essential component to the success of my degree. The course offered the opportunity to work as part of a group as well as develop our own knowledge of the different elements of financial risk one can meet in a corporate environment. I am now working in one of the world's top banks in the Financial Risk Management sector, an opportunity I might never have had without studying the MSc Financial Risk Management programme at Trinity Business School."



Jakob Zitzow
MSc in Digital Marketing
Strategy Graduate

Current employment: **Key Account Manager at Google, Dublin**

"My time at Trinity and within the Digital Marketing masters was one of the most important and path-breaking times in my life. The combination of theoretical and academic knowledge combined with powerful, project-orientated hands on work with real life clients make this programme a unique experience. This combination of learned skills enabled me to qualify for one of the best rated and most-known employers in Dublin today. I would recommend this programme to everyone who wants to work in digital marketing, be it at the beginning of their career or somewhere in between!"

