This programme focuses on marketing strategy, branding, consumer psychology and the communication skills required for graduates to excel in their choice of specialised marketing career.

Through a mix of highly interactive lessons, expert faculty and leading marketing practitioners, students will develop their communication and negotiation skills, deal with real-life case studies and work on specialised group projects.

“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. This includes themes such as branding and advertising management, data analytics, globalisation and sustainability. Our highly interactive lessons provoke discussion and develop vital communication and negotiation skills.

The marketing profession is changing rapidly with new ways of engaging and communicating developing almost daily. This programme enables our students to be forward thinking in their approach and future career.”

Sarah Browne, Programme Director
Career Services & Development

Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

Marketing graduates can gain employment across a number of industries including social media, retail, tourism, pharmaceutical, healthcare, education, government and social enterprise.

“This programme has blown away my expectations thanks to the engaging professors, high quality interactive content, and diverse subject matter and students. It has enabled me to enhance my existing knowledge and provide me with practical skills, such as big data analysis and trend mapping, through real life application.

I now have a greater appreciation for global collaboration and the confidence to take on demanding business challenges in any country in the world.”

Andrew Chwalik, Marketing Graduate 2017

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Entry Requirements

- Bachelor degree with a minimum 2.1 result or international equivalent
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form

Tuition Fee

EU €13,500.
Non-EU €18,500.
A variety of scholarships are available, please visit the website for further details.

Contact Us

Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business