ACCELERATE YOUR CAREER IN MARKETING WITH OUR LEADING INDUSTRY EXPERTS

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.

SAMPLE TIMETABLE

<table>
<thead>
<tr>
<th>Michaelmas Term Sept - Dec</th>
<th>Hilary Term Jan – April</th>
<th>Trinity Term April – Aug</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Management</td>
<td>Brand Management</td>
<td>Dissertation or company project – this project allows students to showcase the knowledge they have gained and enhance their career potential by specialising in a particular area.</td>
</tr>
<tr>
<td>Business Ethics</td>
<td>International Marketing Strategy</td>
<td></td>
</tr>
<tr>
<td>Marketing Management in the Digital Age</td>
<td>Consumer Behaviour</td>
<td></td>
</tr>
<tr>
<td>Data Analytics and Market Research</td>
<td>Choice of three electives</td>
<td></td>
</tr>
<tr>
<td>Science, Technology and Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Marketing Communications</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Important Note: Timetable and modules are subject to change
This programme has blown away my expectations with 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 Chvalik
Class of 2017

I chose this programme as it offers the right balance between analytical and creative based modules as well as both traditional and digital marketing practices. This balance has allowed me to develop a versatile skillset which is very attractive to employers. The standard of teaching and expertise has been excellent and I have had the opportunity to work with people from all over the world and create lifelong friendships.

Kate O’Riordan
Class of 2017

Entry Requirements
- Bachelor degree with a minimum 2.1 result or equivalent
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form. Apply online at www.tcd.ie/business

Tuition Fee
- EU €13,500. Non-EU €17,500.
- A variety of scholarships are available, please visit the website for more details.

Tips
- Apply early to secure your place. Applications are reviewed on a rolling basis
- Include all supporting documentation
- Offers can be given on a conditional basis pending final results
- Visit www.tcd.ie/business for more information

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.

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