



Marketing & Management Strategy (Level 9, Master of Business)

Aims

The aim of this programme is to cultivate strategic thinkers with extensive high-level marketing and management knowledge and practice. This programme adopts a **Problem Based Learning (PBL)** approach, which prepares learners for the demands of real life marketing and management positions in a rapidly changing, knowledge-based economy, by working with several organisations on specific problems that they are faced with - examples of previous organisations that students have worked with include Dell, Glenilen, Killarney Racecourse and The Great Limerick Run.

Entry Requirement

An Honours Degree in Business Management and/or Marketing with a minimum award of Second Class Honour Grade 2 OR An Honours Degree in Business Management and/or Marketing and at least 2 years relevant professional experience/responsibility OR An appropriate professional Business qualification and at least 2 years relevant professional experience/responsibility. An interview may form part of the selection process. A laptop is required to participate in this programme.

Examinations

Learners are assessed by means of individual and group assignments across all modules. In Year Two of the programme, learners will be required to complete a 20,000 word thesis, due by last working day of August (Thesis Writing up: 12 weeks approx. from June-Aug 2020)

Duration

2 Years, 30 Weeks per year 1 Evening per week, Wednesday evenings, 3 Hours per evening. The proposed commencement date is Wednesday 18th September 2019. There will be an additional 8 Saturdays per academic year (9am to 5pm) (details will be forwarded to applicants once finalised)

Qualifications

Masters Degree (Level 9, 90 Credits)

Award: Master of Business

Department: Business and Financial Services

Campus: LIT Moylish

Level: 9

Duration: 2 Years

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There will be an additional 8 Saturdays per year (9am to 5pm)
(details will be forwarded to applicants once finalised)

Course Location: Moylish Campus, Limerick

Application Deadline: 11th September 2019

Entry Requirements:

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Years

Course Fees:

€2,925 per annum

Contact:

Department of Flexible Learning

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