

# POSTGRADUATE DIPLOMA IN MANAGEMENT & MARKETING

THE MARKETING INSTITUTE AND  
DUBLIN INSTITUTE OF TECHNOLOGY  
SHAPING THE MARKETING LEADERS  
OF TOMORROW



Step into business and take your career to the next level with this conversion programme developed by The Marketing Institute of Ireland and DIT's School of Marketing.

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# POSTGRADUATE DIPLOMA IN MANAGEMENT & MARKETING



This programme is aimed at the many graduates from a range of disciplines including Science, Engineering, IT, Arts and Humanities who are already working in business-related arenas and who now would like to gain a business qualification.

You will be challenged by a full and rigorous business curriculum and by a peer group of like-minded professionals seeking to develop their business credentials. You will work on real world projects with leading brands.

## KEY INFORMATION

**Programme Code:** DT314A (PT)

**Award:** This PG Dip is a level 9 award on the National Framework of Qualifications, and is accredited by Dublin Institute of Technology.

**Duration:** Part-Time, 12 months

**Start Date:** September

**Location:** Dublin Institute of Technology, Aungier Street campus, Dublin 2.

**Fees:** €4,650

## WHY CHOOSE THIS COURSE?

### Business Qualification

Get a solid foundation in the disciplines of management and marketing and get a business qualification on your CV to attract the attention of employers.

### Career Service

Get access to an award-winning career service that will work closely with you to ensure that you can maximise your CV and to help you through the job search process after completing the programme.

### Real Brand Projects

Gain real world experience through the projects that are run throughout the course of the programme.



## SYLLABUS

This is a three-semester programme. Lectures are delivered in two twelve-week blocks. Semester one takes place from September to December and Semester two is from February to May. In the third semester, students complete their management project, which does not require attendance at lectures.

**Semester 1:** September - January

**Semester 2:** February - May

Classes take place on Tuesday and Thursday evenings from 6 to 10pm, with occasional workshops and seminars on Saturdays.

**Semester 3:** June - September

**Management Project**

## MODULES

- Marketing Fundamentals
- Introduction to Finance
- Contemporary Management
- Essentials of Economics
- Strategic Marketing Management
- Integrated Marketing Communications
- Consumer Behaviour
- Doing Business Globally



## COURSE MODULES



## ENTRY REQUIREMENTS

Applicants for this post-graduate should hold:

Minimum second class honours bachelor degree (2.2 or higher) third level NQAI level 8 qualification, or equivalent, in a non-business discipline

AND

A minimum three years work experience in a Marketing/Business/Leadership role or function within an organisation.

### **Note:**

Due to the considerable competition for our postgraduate programmes satisfying the minimum entry requirement is not a guarantee of a place. Applications will be assessed based on your academic grades and will take into account your work/life experience. Application may also be required to attend for interview for specific programmes.





## THE LECTURING TEAM

### **Programme Manager**

**Dr Lesley Murphy**  
*Marketing*

### **Victoria Doyle**

*Strategic Marketing  
Management*

### **Dr. Deirdre Duffy**

*Consumer Behaviour*

### **Paul Hederman**

Director, Accari Software  
*Economics*

### **Dr Donal O'Brien**

*Contemporary Management*

### **Tony O'Connor**

*Doing Business  
Globally*

### **Sean O'Reilly**

*Finance*

### **Dr. Tara Rooney**

*Integrated Marketing  
Communications*

### **Roger Sherlock**

Head of Department,  
School of Marketing,  
College of Business

## GUEST SPEAKERS

In addition to classes, we run a seminar series with speakers from world-class international and Irish brands.

In previous years we have had speakers from YouTube, Enterprise Ireland, Google, Teelings, Mondelez, Electric Ireland, Heineken and more.

## ASSESSMENT AND FEEDBACK

This programme is offered on a part-time basis over one calendar year. It involves two semesters of course work, participation at our Marketing Seminar Series held throughout the year and the completion of a Management Project. The programme requires attendance two evenings a week.

## AWARD

Graduates are eligible for the Level 9 award of Postgraduate Diploma in Management & Marketing from the Dublin Institute of Technology.

Students who successfully complete this course at the required level will have the possibility to progress into the MSc in Management & Marketing.

For further information please contact:

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