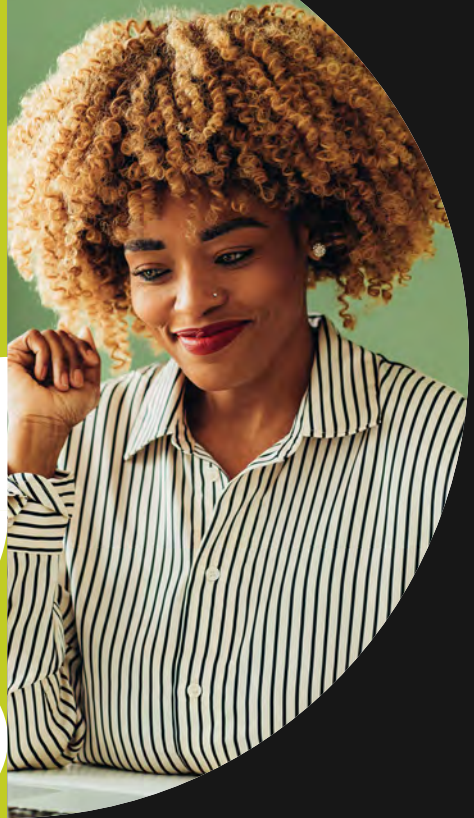




Master of Science (MSc) in
Marketing



Programme Details

The aim of the MSc in Marketing is to significantly contribute to the marketing expertise and professional development of graduates, and ultimately make 'best practice' contributions to business development in the field of marketing /digital marketing.

Due to the practical nature of the programme, there is a very strong focus on continuous assessment based on real-life business problems hence the strong engagement with local communities and industry. The range of modules on the programme have been designed to develop graduates with a modern marketing mindset.

Who are IBAT?

A strategic partnership between IBAT College Dublin and Atlantic Technological University (ATU) was officially established on July 20, 2023, following formal approval at the ATU Academic Council meeting in June 2023.

This course is delivered within the ATU Quality Assurance and Enhancement framework and awarded by ATU. IBAT is primarily responsible for day-to-day operations, under ATU's Quality Assurance oversight, additionally including applicant queries/processing, student support, and finance related queries. It is important to note that ATU strictly authorises entry on to the programme based on the defined entry requirements.

Applicants who register on programmes under the auspices of this strategic partnership hold the status of being a student at both institutions.

IBAT College Dublin is a premier private higher education institution in Ireland. With a focus on hands-on learning, industry-relevant courses, and personalised attention, IBAT College empowers students to succeed in their chosen fields.

Whether pursuing undergraduate or postgraduate programmes, professional development courses, or language studies, IBAT College provides a supportive and dynamic environment that fosters growth, innovation, and leadership.

- Situated in the lively Temple Bar area in the heart of Dublin
- Empower students with practical learning to effectively address real-world challenges
- Balance ambitions and commitments with flexible study options
- Inclusive global community by welcoming students from across the globe
- Engage in partnerships with a wide array of organisations, both private enterprises and public entities





Key Features

- > Heavily focused on digital and omni-channel marketing
- > New focus on data analytics to support decision making in organisations
- > Excellent track record of graduate employment in marketing positions
- > Small class sizes, facilitating a learner centred approach
- > Learners will undertake real-life projects aligned with key employers

Career Opportunities

Combined with the skills and knowledge gained in their undergraduate degree, completing this masters will position graduates to undertake a range of marketing/digital marketing and innovation roles. Graduates will be equipped to apply for jobs in a diverse range of industries and will be equipped with the marketing skills necessary to succeed in today's globalised business environment.



Academic Entry Requirements

Level 8 Honours Degree in Business or equivalent, minimum second-class honours, grade 2 (2.2) Applicants must have a **minimum of 30 credits in marketing or marketing related modules**

Terms Explained

(i) 2.2 = C, as per ATU Marks & Standards that's an overall award greater than 50%.

(ii) 30 ECTS in marketing modules = to 1 semester in an academic year of 60 ECTS.

EL Proficiency

IELTS	6.0, no component less than 5.5
DuoLingo	Min score 105, min 100 in each section (under review)
Pearson PTE Academic	Min score of 55 or above
TOEFL IBT	Min score of 80
Cambridge English Qualifications	A minimum score of 180-190 (FCE Grade B)

Exceptions

- > If someone has completed their degree or Masters in UK, Ireland or USA within the last 2-3 years.
- > Graduates of IBAT EL School at:
 - (i) **General English - Upper Intermediate & advanced levels**
 - 1.Upper-intermediate (B2 on the CEFR) – interview / confirmation of proficiency required to equate to IELTS 6.0.
 - 2.Advanced (C1 on the CEFR)
 - (ii) **IELTS 6.0/6.5 Preparation Course***
 - (iii) **Cambridge Certification Preparation Course***
- > Graduates from other EL schools with levels as above **BUT** they must also undergo a short interview to confirm proficiency.

*CEFR B2/C1 or equivalent is required to join class.

Fees

**Non-EU International €12,500
(+3.5% PEL + €130 Medical Insurance)**

Programme Structure



Modules	Mandatory/ Elective	Credits
Driving Marketing in SMEs	Mandatory	10
Data Analytics	Mandatory	5
Research methods	Mandatory	5
Omni-channel Marketing Communications	Mandatory	10
Advanced Digital Marketing	Mandatory	10
Innovation & the Entrepreneurial Mindset	Mandatory	10
Managing Sales	Mandatory	5
Shaping Consumer Behaviour	Mandatory	5
Work Based Learning Research Project	Mandatory	30

Further Information

Please contact one of our admissions team at +353 1 807 5055 or by email to atu.admissions@ibat.ie, to set up a meeting to discuss the course further and/or to register.

Find Us

Wellington Quay Campus
IBAT College Dublin
16-19 Wellington Quay,
Dublin 2, Ireland.

Frederick Street Campus
IBAT College Dublin
24-27 Frederick Street
North, Dublin 1, Ireland.

