MSc in **Marketing, Consumption & Society**

1 year full time

What is the course about?

Marketing is an exciting, dramatic and powerful discipline centred on the notion of customer understanding. The Marketing industry continues to grow worldwide and represents a major source of employment in the 21st Century. To meet the needs of this industry, the MSc in Marketing, Consumption & Society is being offered by the Department of Management & Marketing in the Kemmy Business School, University of Limerick.

Why should you consider the MSc in Marketing, Consumption & Society?

- To develop an understanding of marketing as a business philosophy and organisational function.
- To foster a critical appreciation of the discipline’s major theoretical debates.
- To develop a discerning recognition of the role marketing plays in, and responsibilities marketing has to the firm and to society as a whole.
- To identify the nature of consumer culture and to critically examine consumption decisions and behaviours.
- To nurture a judicious understanding of the issues and trends currently affecting the practice of marketing.
- To develop a theoretical and practical understanding of epistemological alternatives relevant to the pursuit of marketing knowledge.
- To provide a practical overview of the variety of methodological procedures relevant to the pursuit of marketing knowledge.
- To support the production of an independent piece of research on a subject of importance to the discipline of marketing.
- To develop key personal and professional skills in areas including decision-making, creativity, reflexivity, collaboration, and narrativity.

Entry Requirements

Applicants will possess a minimum 2:2 honours primary degree in a relevant discipline. The nature of the programme allows for consideration of applicants from a range of cognate disciplines (for example, business studies, cultural studies, media studies, sociology etc.) where they will have been exposed to learning with regard to the discipline and practice of Marketing and/or consumer society (for example, business, finance, economics, social science and mathematics). An interview may form part of the application process. Applicants who cannot satisfy the minimum 2:2 honours primary degree requirement may be accepted on the basis of relevant professional experience.

In the case of international students, applicants must hold a qualification that is equivalent to an Irish or UK honours bachelor’s degree (NQAI level 8). The degree must be in a discipline relevant to the postgraduate degree sought. To find out if you have the correct qualifications to apply for a programme at UL check the specific requirements for your home country.

Where candidates are non-native English language speakers, the candidate should meet the University’s English Language Requirements.
What our Graduates say

“When I was adamant I wanted to do a Masters, I researched the options throughout Ireland. Once I read the course structure for the MSc in Marketing, Consumption & Society at the Kemmy Business School I was sold. It was by far the most relevant, interesting and appealing.

The course was demanding but so interesting. The lecturers are fantastic, they push for conversation orientated classes which is great. My year had a range of people from different backgrounds, so our classes were always interesting and everyone felt comfortable bringing their opinions too. There were a lot of live assignments with companies which was great as I didn’t have any previous corporate experience. What the course does really well is prepare you for life after education. Education is great but without being able to sell yourself it can be irrelevant. This course will highlight your capabilities and enable you to recognise and overcome your weaknesses. Self awareness is key and it has helped me a lot in the transition from University to the workplace. I finished the MSc in August 2010 and to this day I am still calling upon aspects of the course in my day to day work.

Directly from the course I was offered an internship at Saatchi & Saatchi in London. I was appointed to the position of Account Coordinator on the T-Mobile International account. As an Account Coordinator, I worked with an international team based in the UK, Austria and the Czech Republic. As the international hub for T-Mobile International we lead agencies within the Saatchi network and monitor their creative work. In July 2011 I was promoted to Account Executive, which meant a transition from coordinating the team to working directly with the Account Manager and Account Director. Since the beginning I have worked on multiple T-Mobile campaigns including the Katy Perry Firework Campaign, Angry Birds Live and the Deutsche Telekom Mariah Carey Hologram Surprise. My days are quite demanding, requiring long hours, determination and enthusiasm, but the MSc in Marketing, Consumption & Society prepared me well.”

Edel Clancy

Need More Information?

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Apply Online
www.graduateschool.ul.ie

Course Structure

<table>
<thead>
<tr>
<th>Autumn</th>
<th>Spring</th>
<th>Summer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Theory</td>
<td>Marketing Leadership</td>
<td>Research Paper</td>
</tr>
<tr>
<td>Consumption and Consumer Culture</td>
<td>Marketing in Action</td>
<td></td>
</tr>
<tr>
<td>Marketing and Society</td>
<td>Marketing in Popular Culture</td>
<td></td>
</tr>
<tr>
<td>Research Philosophy and Methodology in Marketing</td>
<td>Consumer Ethnography</td>
<td></td>
</tr>
</tbody>
</table>