



Marketing Masters at NUI Galway

MSc (International Marketing and Entrepreneurship)

Develop specialized knowledge in International Marketing Strategy, International Entrepreneurship and Global B2B Marketing as well as general marketing knowledge in subjects such as Marketing Innovation, Digital Marketing and Marketing Analytics.

Programme Highlights:

- Applied consultancy based projects - work with international companies!
- Executive summer school - boost your employability skills!
- Talks with leading marketing professionals - build your networks!
- Research-led skills - be industry ready!

**Open to
Business &
Non-
Business
Graduates**



MSc (Digital Marketing)

Develop specialized knowledge in Digital Marketing, Digital Sales Management, Digital Marketing Strategy and Inbound Marketing as well as general marketing knowledge in subjects such as Branding, Social Marketing & Sustainability and Marketing Analytics.

Programme Highlights:

- Hubspot and Google Academy certifications - build your tech stack!
- “Web 3.0” training with leading experts - keep ahead of the digital curve!
- Research-led skills - work with real companies!
- Run a digital marketing campaign - boost your employability skills!



Open to
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Non-
Business
Graduates

MSc (Marketing Management)

Develop extensive knowledge in a broad range of marketing subjects such as Strategic Marketing, Strategic Brand Management, Services Marketing, Social Marketing & Sustainability, Marketing Performance & Productivity, Digital Marketing and Marketing Analytics.

Programme Highlights:

- Applied consultancy based projects - work with real companies!
- Executive summer school - boost your employability skills!
- Research-led skills - be industry ready!
- Strategic marketing knowledge and skills - become an all-round marketing professional!

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