



UCD Michael Smurfit
Graduate Business School

Professional Development for a Successful Future



Master of Science in Marketing Practice (MScMP)

www.smurfitschool.ie/mscmp

Master of Science in Marketing Practice (MScMP)

(Full-time one year)

Graduate employers regularly suggest that a lack of professional expertise is the major weakness among newly recruited graduates, who know a great deal about management, but do not know how to practice as managers.

Future managers must have the capacity to be team players, to motivate and lead others, to communicate and negotiate effectively and must possess excellent interpersonal skills.

THE OBJECTIVE OF THIS PROGRAMME IS TO TRANSFORM GRADUATES INTO HIGHLY PROFESSIONAL MANAGERS

Founded in 1983, the programme was the first of its kind in Europe. It combines the existing theoretical knowledge of graduates with real commercial experience.

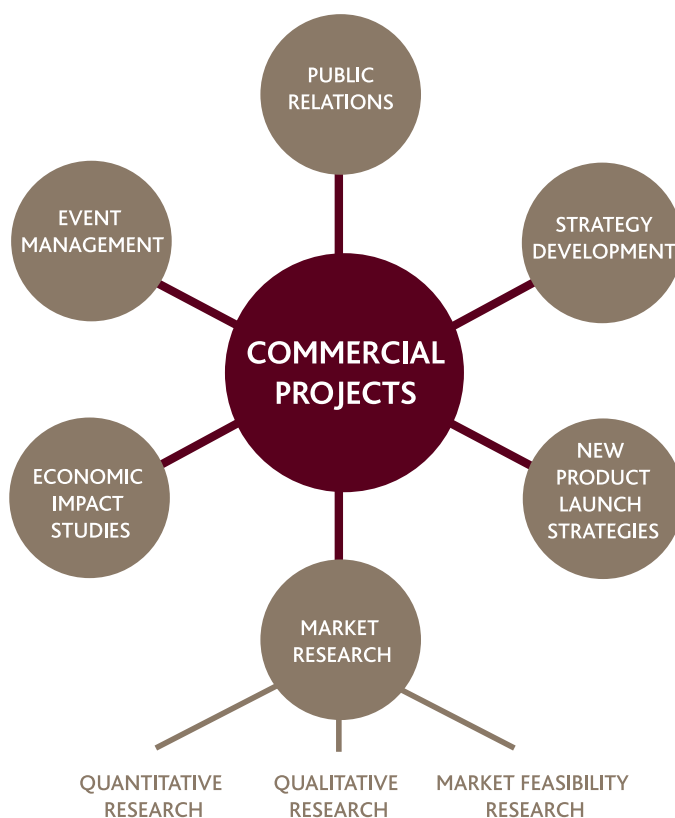
The entirely different learning technique, called "Action Learning" is the winning premise of this programme whereby students fundamentally learn through doing. In undergraduate degrees you learn *about* management, in this programme, you learn *to* manage.

The practical experience gained on this programme is like no other as participants - referred to as "Marketing Advisors" - work closely with clients, ranging from start-up concerns to multi-national organisations on a variety of commercial projects.



'ACTION LEARNING' DEVELOPS GRADUATES INTO HIGHLY COMPETENT MARKETING PROFESSIONALS

Types of Commercial Projects



Programme Objectives

Personal and Professional Development

- Leadership Skills
- Confidence Building
- Professional Business Behaviour
- Teamwork
- Attitudes and Values
- Emotional Intelligence
- Increase Business & Market Knowledge
- Client Management
- Communication Skills
- Problem Solving
- Conflict Management
- Time Management
- Networking

The Development Process

Personal and professional development is achieved through:

- Commercial Projects
- Lectures in Leading Edge Management Thought
- Guest Speakers
- Action Learning Dissertation
- In-company Executive Shadowing
- Annual Seminars
 - Career Planning: CV Workshops, Interview Skills
 - Presentation Skills
 - Image Consultant
 - Negotiation Skills
 - Developing Your Own Business
- On-going Support and Guidance from Management Team
- Structured Feedback and Appraisal Process
- Mentor Programme
- Business Networking

Client Comment

"I would have no hesitation in working with the team again and will recommend the MScMP to my colleagues. The ongoing work ethic and enthusiasm from the marketing advisors were excellent. The final research was very informative and full of very useful insights, which I am sure will have a direct impact on our business."

Sinead Morrissey, Brand Manager, Gaviscon, Reckitt Benckiser

Employer Comment

"We have found graduates from the MScMP to be extremely capable and highly professional Marketeers. Through the programme they acquire the fundamental skills and attributes necessary to work in a business environment, such as communication, presentation, initiative taking, negotiating and problem solving to name but a few. This programme is a great step for students wishing to prepare themselves for a career in business."

Nicola Eustace, HR Business Partner, Unilever Ireland

THE PROGRAMME HAS AN EXCEPTIONAL SUPPORT STAFF-TO-PARTICIPANT RATIO AND PROVIDES AN UNMATCHED LEVEL OF SUPPORT FROM A TEAM OF MANAGEMENT PERSONNEL, MENTORS AND HIGHLY RESPECTED INTERNATIONAL LECTURERS.



Recent MScMP graduates have joined the following organisations:

- | | |
|---------------------|---|
| • L'Oreal | Brand Manager |
| • Cadbury's | Product Group Manager |
| • Accenture | Project Manager |
| • Unilever | Brand Manager Europe |
| • Johnson & Johnson | Category Analyst |
| • Heineken | Brand Manager |
| • Ryanair | Head of Advertising & Ancillary Revenue |
| • Microsoft | Marketing Specialist |
| • Kerry Group | Senior Brand Manager |
| • Batchelors Foods | Senior Brand Manager |
| • GlaxoSmithKline | Assistant Enterprise Brand Manager |

Graduate Comments

"The year as an Advisor on the MScMP provided the ideal platform for a career in Marketing. The experience of working on real life business projects significantly developed my skill set and prepared me for the working world. These projects also gave me an insight into the various disciplines of Marketing which helped me focus on a particular area of interest when it came to the job search."

Ronan McClafferty (MSc in Marketing Practice, class of 2002)
Product Manager, Lucozade Sport, GlaxoSmithKline

"In some instances you can go through the education system largely anonymous, but being part of the MScMP taught me how to get the best out of myself and others in a team environment, become more confident in my opinions, and develop effective communication techniques. It was a great foundation for a career in Marketing and I draw on my experience frequently".

Edelle Moss (MSc in Marketing Practice, class of 1999)
Marketing Manager, FM104

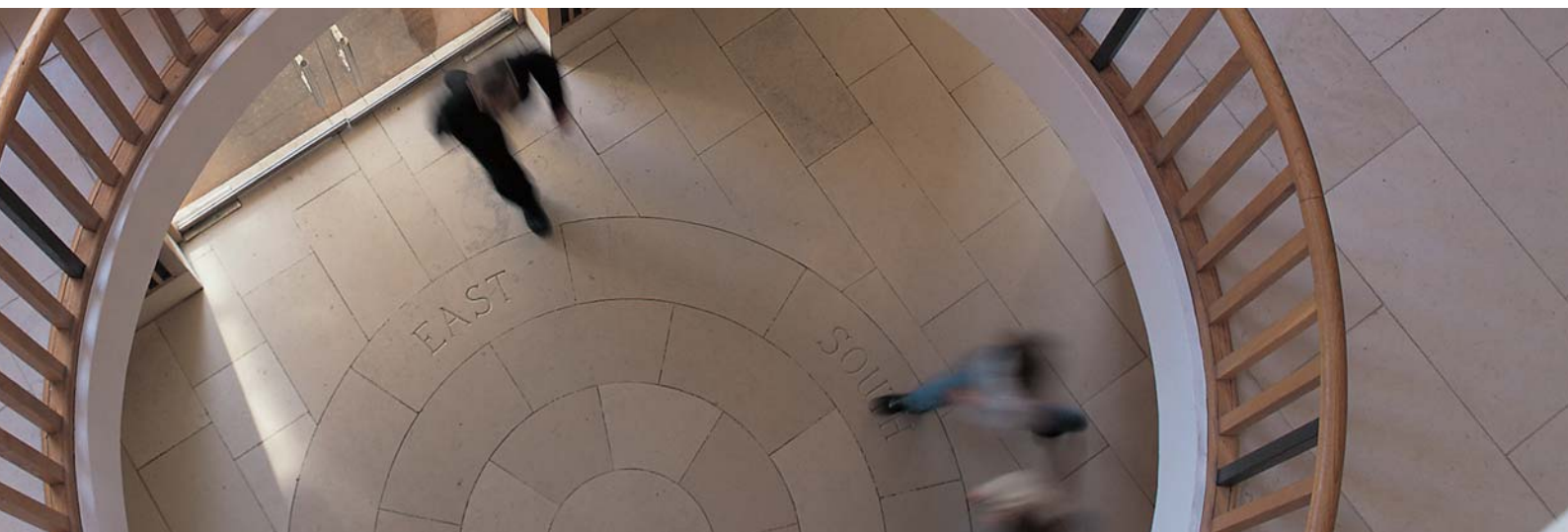
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Entry requirements and application procedure

- Applicants should have obtained an honours business primary degree and should have studied marketing in their undergraduate programme.
Alternatively
Candidates with an honours degree in other disciplines are encouraged to apply. Acceptance will be subject to the demonstration of an aptitude for marketing at interview.
- The programme encourages applications from international students, however a competency in English communication (oral and written) must be demonstrated.
- Applications should be completed online. Details can be found at www.smurfitschool.ie/mscmp
- Applicants must:
 - Submit personal details
 - Upload all relevant documents
 - Process an online non-refundable application fee. (Refer to the website for further details)
 - Upload a short statement - 300 words maximum - entitled: "WHY I SHOULD BE ACCEPTED ON THE MSc IN MARKETING PRACTICE DEGREE PROGRAMME"

This statement should:

 - Draw on the applicant's personal experience; and
 - Emphasise relevant experience(s) demonstrating initiative, teamwork, leadership skills and problem solving ability.
- There are two intakes - in the Autumn of each year and the following Spring - please see website for application submission date.
- There is a two stage interview process; the first stage is an individual interview, after which applicants are shortlisted for the second stage group interview.



Further information on the programme is available from:

MSc in Marketing Practice
Marketing Development Programme
UCD Michael Smurfit Graduate Business School
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