



# Breakthrough Scholarship MSc Digital & Content Marketing

THINKHOUSE  
YUGO



## Breakthrough Scholarship 2022

### What does the scholarship include?

#### Fees

Your programme fees will be paid for the duration of your studies (€8550).

#### Accommodation

An en-suite private room in Ardcairn House, Grangegorman lower, Dublin 7. This accommodation will be available to the student for the duration of the academic year.

#### THINKHOUSE Role

A role with THINKHOUSE includes an immersive induction before the programme, project work designed to flex around academic commitments, and a full work placement from April-June 2022. Salary of €28,000 p/a (pro-rata during term time).

#### Who is Eligible?

THINKHOUSE and the University are committed to equality of opportunity and welcomes applications from all. However, data tells us that individuals from Black, Asian and Minority Ethnic (BAME) communities, people with a disability and those who identify as LGBT+ are currently under-represented at the University and in the profession. As such, this opportunity is designed to provide an opportunity for under-represented and disadvantaged groups.



## THINKHOUSE ROLE

**SEEKING A CURIOUS,  
CREATIVE-MINDED, INTERNET  
OBSESSED CANDIDATE  
STARTING OUT ON THEIR  
CAREER EAGER TO WORK IN A  
CREATIVE, FAST-PACED  
ENVIRONMENT.**

- Obsessed with Internet culture and creativity online
- An early adapter and heavy user of multiple social media platforms
- Intrigued by ‘the why’ driving consumer behaviour
- Intrigued by generational differences and commonalities with regard to how people use the Internet (e.g. 16-24 year olds and 25-35 year olds versus older adults)
- Fascinated by internet culture and codes of behaviour, specifically how codes of behaviour differ across platforms
- An understanding of how ‘influence’ works online and the changing role of influencers
- Interested in the changing nature of marketing in a world where brands and businesses play an increasingly important role in addressing societal social/ cultural issues
- Understands and has experience of online marketing in a social world - i.e. how to capture attention and show up digitally/ socially in ways that are capture 16-35 year olds’ attention
- Curious and capable in utilising digital to unlock insights
- Interest in/ experience in primary online research - e.g. using online survey tools/platforms to garner real-time insights (e.g. Google Forms, Survey Monkey, Mailchimp)
- Interest in/ experience in secondary online research - utilising accessible platform (e.g. Google Trends/ websites) to paint a picture of marketplace/ sector
- Curious about how multiple data strands wrap together to generate insights
- A ‘future focused’ perspective - curious about ‘the what next?’ and innovation
- An interest in emerging technology/ platforms/ apps
- A person who is self-motivated and can work autonomously but also loves being part of a team



## How To Apply

### Entry Requirements

Applicants should have a minimum 2.1 honours business degree, other applicants will be considered based on their experience, attitude and aptitude. Shortlisted candidates will be required to attend for interview in August. To apply for this scholarship candidates must commit to both the programme and the role in Thinkhouse, and be a successful candidate for both.

If English is not your first language, or you have not studied through English previously, you will need to provide evidence of your English language proficiency as detailed on our website. Applicants for this programme should have a minimum IELTS (Academic Version) English Proficiency of 6.5 overall (or equivalent) with nothing less than 6 in each component.

### Apply for this Opportunity

To apply for this opportunity, candidates should send their CV and a cover letter to [paula.maguire@tudublin.ie](mailto:paula.maguire@tudublin.ie).

The deadline for applications is July 18th 2022.

Interviews will take place in early August and the outcome will be announced shortly thereafter.



## BREAKTHROUGH WINNER 2022

“This scholarship is life-changing. Being able to live close to my college, and work at THINKHOUSE has given me both professional and personal experience that I could never have achieved without this Scholarship. Now, as I apply myself to my dissertation, I am confident that I have what it takes to make an impact in the Irish marketing industry and I’m excited for what the future holds.”

# MSc Digital & Content Marketing

## Full-Time

Gain skills to launch your digital marketing career

TU Dublin's School of Marketing has developed a new and innovative programme for business graduates who wish to specialise in the area of digital marketing.

The MSc Digital Marketing is designed to build participants expertise in three key areas: content strategy, analytics, and technology. Graduates working in marketing and business are learning on the job how to 'do digital', this programme will build knowledge, competency and skills that will allow graduates to enter the workforce prepared for digital marketing practice.

Despite the recent reinvigoration of curricula in the area of digital marketing there is still a gap in the market for employers seeking out graduates with extensive grounding in enabling technologies. The Masters in Digital Marketing addresses that need. The work-placement aspect of this exciting new programme allows the participants to build their experience of the digital marketing work environment.

This programme is delivered by leading marketing academics, with a wide range of industry engagement – from working with real-client projects to having industry guest speakers in the class room.



### SUITABLE FOR

Marketing professionals seeking to build their digital marketing knowledge and skills.



### ENTRY REQUIREMENTS

Applicants should have a minimum 2.1 honours business degree.

English Requirement: IELTS score of 6.5 with nothing less than 6 in each component part.



### DURATION

1 year, full-time



### FEES

€8,550

### KEY FEATURES

- 12 Week Work Placement
- Live Company Projects
- Cutting Edge Seminar Series
- Expert Guest Lecturers

“ I thoroughly enjoyed the experience of the MSc Digital Marketing at TU Dublin. The various skills I learnt through modules such as Value-Driven Strategic Marketing, Social Media Marketing and Data Analytics are skills that I use every day in my current role.

Throughout the year, there were many talks from industry experts and visits to successful companies within the industry such as LinkedIn and Google. The lecturers are a healthy balance between academics and those working within the Digital Marketing space, which provides relevant and essential learnings from each perspective. Additionally, the course provided an invaluable opportunity to create relationships with industry experts who provided career advice and help throughout the year.

The assignments are very much based on the concept of 'on-the-job' learning, which is inherently important to TU Dublin. We got the opportunity to work with real companies and live clients, creating social media campaigns and digital marketing projects that actually came to life. Additionally, the work placement aspect of the course provided me with the opportunity to work with a world-class agency where I continue to work as a Social Media & Content Specialist.”

Amy Tumelty,  
Social Media and Content Specialist, TBWA

### MODULE LISTING

1

#### Semester One

- Strategic Digital Marketing
- Digital Metrics & Analytics
- User Experience
- Social Media Marketing
- Creative Thinking
- Copy & Content Marketing

2

#### Semester Two

- Strategic Content Marketing
- Advanced Analytics
- Marketing Technology & Media Planning
- Work Experience
- Dissertation

#### Over the Duration of the programme students undertake two self-pace modules online

- Business Research Methods
- Regulation and Governance

“If I were given an opportunity to choose my postgraduate college again, I'd still choose TU Dublin.

The amount of support given from staff and lecturers in TU Dublin was tremendous. With the positive, open culture flowing in the campus, it makes blending in the college environment so much easier, especially for international students like myself.

Hong Ling Wong

### HOW TO APPLY

Submit your application and supporting documentation online at [tudublin.ie/pgbusiness](http://tudublin.ie/pgbusiness)

### CONTACT

Niall Minto  
e: [niall.minto@tudublin.ie](mailto:niall.minto@tudublin.ie)

### LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2

[tudublin.ie/pgbusiness](https://tudublin.ie/pgbusiness)

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