

## Careers at a Glance

### TU787/670/932 Bachelor of Business ( Marketing Management – Level 7). *Career destinations for graduates have included:*

#### Employer Types/Sectors:

• Industrial & commercial organisations • The finance sector • The public sector: government & local authorities  
• Self-employment • New Media & Digital Media Agencies • Advertising Agencies • E-business & E-commerce companies • Companies providing Online Marketing Product & Services • Corporate Employers recruiting for In-House Online marketing related jobs • SEM & SEO Firms.

#### Organisations:

Aldi • AIB • Hedge Serv • Gibson Hotel • Aryzta • Accenture • Coca Cola • KPMG • Fleishman Hillard • Deloitte  
• PWC • Tesco • Lidl • Eir • Oracle • Tourism Ireland • ESB • Benefit Cosmetics • Brown Thomas • JP Morgan • Google • Aer Lingus.

#### Job Titles:

Marketing Manager • Marketing Assistant/Executive • Brand Manager • International Marketing Manager • Events' Organiser • Sponsorship Co-ordinator • Campaign Specialist • Marketing/Regulation • Marketing Promotions • Affiliate Marketing • Digital Marketing Executive • Social Media Executive • Content Web Manager • Digital Adviser, on-line banking • Search Engine Marketing • Blogger • Account Executive • Account Director • Account Manager • Media Planner • Copywriter • PR Consultant • Advertising Sales • On-line Ad Executive Market Research • Research Assistant • Research Analyst • Marketing Data Analyst • Research Project Manager • Sales Executive/Manager • Customer Services Manager • Teaching • Marketing Services/Consultancy/Self-employment.

#### Further Study:

Strategic Management, PG Dip Accounting, Retail Management, Creative Digital Media, Advertising, Fashion Buying and Management - TU Dublin • Marketing Practice, Smurfit, UCD • Marketing Development, Smurfit, UCD • Digital Marketing, Smurfit, UCD • Computer Science, UCD • Digital Marketing, UCD • International Business Management, TCD. For full range of options available see: [Further Study | TU Dublin](#)

#### Where can I find more information?

**For current course information see:**

[Marketing / Margaíocht | TU Dublin](#)

**For more career-related information see:**

[Business \(General Entry\): Marketing Management \(TU932 \(MKT\)\) | TU Dublin](#)

**For our wider career resources see:** [www.tudublin.ie/careers](http://www.tudublin.ie/careers) and please also:

- **Connect** with the TU Dublin Career Development Centre on [www.tudublin.ie/careersconnect](http://www.tudublin.ie/careersconnect)
- **Join** the LinkedIn TU Dublin Alumni Network on <https://www.linkedin.com/company/tu-dublin-career-development-centre/>