

Level 8 Marketing: <https://www.tudublin.ie/study/undergraduate/courses/marketing-tu922/>

Aimee Gilhooly

The best thing about my course was the opportunity to put theory into practice. Through my internship, group projects, and case competitions, I developed valuable real-world skills that shaped me both academically and professionally. These experiences allowed me to see how marketing actually works beyond the classroom and gave me a much deeper understanding of how strategy, creativity, and consumer insight come together in practice. Over time, I began to understand marketing not just as theory, but as a constantly evolving, fast-paced industry that requires both analytical thinking and creativity. Seeing campaigns come to life and understanding the reasoning behind marketing decisions helped me connect my studies to real business impact in a meaningful way. These experiences not only enhanced my learning but also strengthened my confidence in my own abilities and my understanding of the field. Overall, they prepared me for my career and gave me the confidence to take the next step into the industry with a clearer sense of direction and belief in what I can contribute.

My advice to someone taking the course would be to make the most of every opportunity available. Get involved in internships, group projects, case competitions, and networking events, as these experiences allow you to apply your learning in a practical setting and develop valuable skills. Experience is so powerful. I would also encourage students to get to know their lecturers and mentors and make the most of their support. They are there to help you throughout your studies, and building strong relationships with them can enhance your communication and networking skills, which are invaluable for your future career. Most importantly, don't be afraid to step outside your comfort zone. The experiences and connections you build during the course can have a lasting impact both personally and professionally and will help prepare you for your future career.

What surprised me most about my TU Dublin experience was just how much I have grown, both personally and professionally. I expected to gain academic knowledge, but I never anticipated how deeply this experience would shape me as a person. Through my internship experiences and participation in case competitions, my confidence has grown as I have proven to myself that I am capable. This has, in turn, increased my motivation and shifted my mindset; I no longer see limits on what I am able to achieve. Over time, I have really come out of my shell, growing in confidence and slowly learning to trust myself more. I feel like I've matured into a young adult in a way that I never would have expected at the beginning of my college experience. It's been a process of self-discovery, learning responsibility, self-love, and acceptance, and becoming more comfortable in who I am. Looking back, I am almost unrecognisable from the person I was on my first day. Along the way, I've built friendships that I know will stay with me long after this experience ends, which makes it even more meaningful. Overall, it has been such an amazing experience and a chapter of my life that has prepared me not just for my career, but for life beyond it.

Rebecca Duffy

One of the best things about this course was the small class sizes. It made it really easy to get to know everyone in the class, make friends, and feel comfortable contributing. The lecturers knew you and created an open environment where discussion and questions were always encouraged. Another highlight was the opportunity to complete an internship. It gave me valuable real-world experience alongside everything I learned in the classroom. The knowledge from modules such as Marketing Case, Finance, Consumer Behaviour, and more has been incredibly useful. The combination of practical experience and academic learning really helped prepare me for my career.

If you're considering a career in marketing, I would definitely recommend this course. It gives you a strong foundation and equips you with a wide range of skills that are essential in the workplace, from public speaking and presenting ideas to market analysis, teamwork, and problem-solving. The course includes a lot of presentations and group projects, which really help build confidence and develop valuable professional skills. By the time you graduate, you'll not only have the academic knowledge but also the practical experience needed to work effectively with others and communicate your ideas clearly. It's a great course for anyone looking to develop both marketing expertise and real-world workplace skills.

What surprised me most about my TU Dublin experience is how much I have learned and developed, both academically and personally. Looking back, I can see how much my confidence, knowledge, and skills have grown throughout the course. What stood out to me the most was the relationships you build along the way. Because of the supportive environment and smaller class sizes, I got to know my classmates really well and made friendships that will last beyond college. I was also surprised by how approachable and supportive the lecturers were. They genuinely took an interest in their students, which made the learning experience much more enjoyable and helped create a strong sense of community within the course.

Ana Paula Muro Landa

The best things about studying Marketing were the opportunities it provided, its real-world applications, and how broad the degree is. From practical projects to industry-based assignments to case competitions and teamwork, the course allowed us to go beyond theory and learn the skills necessary for the corporate world. I also appreciated the smaller class sizes, which meant you were not just another number but a real person, with lecturers who knew you personally, and you could receive tailored feedback when needed. Overall, it's a great, well-rounded course that encourages you to go outside of your comfort zone whilst building genuine connections that you will have for life after college.

My biggest piece of advice is to say yes to the opportunities that come your way and push yourself outside of your comfort zone. Whether it's studying abroad through Erasmus, taking part in case competitions, or making the most of a work placement, these experiences will make your university memories stand out. For me, the Erasmus study abroad experience was not only the highlight of my degree but also one of the highlights of my life. I had the most incredible time during my 5 months away, and I would recommend this experience to anyone

considering taking part in this course. These opportunities helped me grow both personally and professionally, and I'd encourage anyone considering the course to get involved as much as possible.

What surprised me most was how much my confidence grew over the course of my degree. Working on group projects with different people, delivering regular presentations, and collaborating in practical settings helped me become far more comfortable communicating my ideas and working as part of a team. In particular, in the final year, you participate in a lot of group work that mimics the group dynamics found in the corporate space, and you quickly learn how valuable it is to effectively collaborate in a team. I also didn't expect university to help me develop so many soft skills beyond academics, such as communication, creativity, and networking.

Shauna Toolan

The best thing about my course has been how practical and engaging it is. I've had the opportunity to work on real business challenges, compete internationally, and collaborate with classmates from different backgrounds. These experiences have helped me build both my marketing knowledge and my confidence, while giving me a clear understanding of the industry and where I want my career to go.

I'd encourage anyone considering this course to say yes to as many opportunities as possible. The course offers so much more than lectures, including industry projects and competitions, meetings with professionals, and building practical skills. If you're curious, creative, and willing to get involved, you'll get a huge amount out of it and be well prepared for a career in marketing.

What surprised me most was how much I grew in confidence throughout my time at TU Dublin. Looking back to when I started, I never imagined I would be presenting to industry professionals, representing my college, and taking on leadership roles in group projects. The course has pushed me outside my comfort zone in the best possible way and helped me develop skills that will stay with me for the rest of my career.

Aine Caffrey

The best thing about the course is probably how practical it is. We don't just learn theory; we get to apply it through real projects and case studies, which makes everything feel a lot more relevant and interesting.

Be prepared to get involved and put yourself out there. Take opportunities like group projects and competitions seriously because that's where you learn the most. Also, staying organised helps a lot.

I was surprised by how much I've grown in confidence and independence since starting. I've learned a lot academically, but I've also developed a lot personally through the different experiences and challenges.