Building Tomorrow’s Global Marketing Leaders

Our partnership with National University of Ireland (NUI) Galway offers an affordable pathway for you to complete an MSc in International Marketing Management in as little as 15 months. Begin your studies at UCR in the Postgraduate Diploma in Business Management program, and complete your Master’s degree in an accredited, highly respected program in Ireland.

Why Choose NUI Galway?

Located two hours from Dublin in the beautiful city of Galway, National University of Ireland (NUI) Galway is one of the oldest and most prestigious universities in Ireland. Established in 1845, NUI Galway has become a top research-led university in a variety of cutting-edge fields. With over 17,000 students, NUI Galway has a diverse student body, and students from over 90 countries. NUI Galway ranks #3 in Ireland with over 160 years of teaching and research excellence. Awarded the top Five Star Rating in the QS Stars ranking system in 2012, NUI Galway continues to rise in the Times Higher Education (THE) Rankings, as well as the QS World Rankings.

Explore the museums, pubs, shopping and vibrant nightlife in the picturesque seaside city of Galway, travel to other parts of Ireland (Dublin, Cork or Limerick) via car or train, or take the ferry to explore the rest of the UK or Europe.

Galway also offers proximity to the international offices of many top US companies, including Amazon, Google, and, most recently, Apple.

MSc Unique Program Features

- **Earn Your Master's Degree with an Additional Six Months of Study after Completing Your Postgraduate Diploma:** Eligible students can apply Postgraduate Diploma coursework to the NUI Master’s program as one full semester of credit, leaving you to complete one semester and a dissertation to earn your Master’s degree.

- **Option to Complete Your Dissertation From Home:** Spend a minimum of four months in Galway completing your Master’s program coursework. Then, choose to finish your dissertation in Ireland or from home.

- **Puts Employability First:** As a top university for graduate employability, 94% of NUI Galway graduates progress to work or further study (2012).
MSc in Marketing Management

### UCR Postgraduate Diploma in Business Management

<table>
<thead>
<tr>
<th>Fall Quarter</th>
<th>Winter Quarter</th>
<th>Spring Quarter</th>
<th>Marketing Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coursework in U.S. Classroom</strong></td>
<td><strong>Coursework in U.S. Classroom</strong></td>
<td><strong>Unpaid Internship in U.S.</strong></td>
<td><strong>Coursework at NUI</strong></td>
</tr>
</tbody>
</table>
|  ■ Global Human Resources  
  ■ Global Marketing Management  
  ■ Multinational Financial Management  
  ■ Managing Change and Technology  
  ■ Strategic Management  |  ■ Marketing You  
  ■ Students choose 3 specialization courses in Marketing  |  ■ Gain valuable work experience in an American company  |  ■ Digital Marketing  
  ■ Marketing Innovation & Commercialisation  
  ■ Research Methods  
  ■ Services Marketing  
  ■ Strategic Marketing  
  ■ Selling & Sales Management |

Complete your Postgraduate Diploma with a minimum GPA of 70% and apply to the NUI Master’s degree program. Applications will be evaluated on an individual basis.

### Who Can Attend the Postgraduate Diploma Program:

- For non-native speakers, advanced English language is required: TOEFL 550 PBT, 80 iBT; IELTS 6.5; or the equivalent.
- If you do not have sufficient English skills to attend this program, you may join an English language program first.
- Bachelor’s degree (or equivalent combination of academic experience) required.
- No GMAT or management experience required.
- This program requires an F-1 visa for international applicants.

### Who Can Apply for the Master’s Program:

- NUI will accept applications from students who have successfully completed the Postgraduate Diploma in Business Management with a minimum GPA of 70%.

### How Long? How Much?

#### Postgraduate Program Start Dates
- 2015 Fall: September 21, 2015
- 2016 Winter: January 4, 2016
- 2016 Fall: September 19, 2016

#### MSc Program Start Dates
- September 2016
- September 2017

#### Program Length
- 15 months total (9 month PGD + 6 month MSc completion)

#### Cost Estimate*
- PGD Program: $19,500 USD
- Additional Fees for Master’s Completion: TBA*

*Please note that all Master’s program fees are approximate. Exact tuition and fees are in home country’s currency and this USD conversion is based on current exchange rates. As such, fee amount may vary.

For more information about NUI Galway, visit: http://www.nuigalway.ie

---

UCR Postgraduate Diploma in Business Management

---

University of California, Riverside Extension
Phone: (951) 827-4346
Fax: (951) 827-1074
www.extension.ucr.edu