



NUI Galway  
O'É Gaillimh

NEVER STOP  
LEARNING

IRISH STUDIES  
ITALIAN

MARKETING  
LANGUAGE

PSYCHOLOGY OF  
COUNSELLING

ARCHAEOLOGY  
GEOLOGY

**GALWAY DIPLOMA SERIES 2016**  
DIPLOMAS IN HUMANITIES AND SOCIAL SCIENCES 2016



**'I RECOMMEND TAKING THE STEP INTO FURTHER EDUCATION TO ANYONE AT ANY STAGE OF LIFE. EXPLORE AN INTEREST, FURTHER YOUR CAREER, OR DISCOVER ANOTHER PATH. WHATEVER THE REASONS ARE, RETURNING TO EDUCATION IS AN ENJOYABLE AND FULFILLING EXPERIENCE.'**

Archaeology	04
French	06
Geology	08
German	09
Irish Studies	10
Italian	11
Psychology of Counselling	14
Marketing	16
Spanish	17

# 02 GALWAY DIPLOMA SERIES 2016

## COURSE OVERVIEW

A new cycle of the NUI Galway Diploma Series will commence in September 2016. Modern language Diplomas in French, Italian, German and Spanish are available to those interested in developing their language skills. Additional Diploma courses are available in a wide variety of subject areas, including Archaeology and Psychology of Counselling. We are also delighted to add a new online Diploma in Marketing to the Diploma Series.

So, whether you want to improve your career prospects or take a course for your own personal development and enjoyment, we have a course to suit you.

## HOW THE DIPLOMAS ARE STRUCTURED

The Diploma programmes are delivered part-time over two years. Course delivery ranges from weekly evening lectures to fully online learning. The academic year is divided into two semesters, one beginning in early September and the other in early January. Each semester consists of twelve teaching weeks, a study week and an examination period. Students are required to participate in classes (online and face-to-face) on a regular basis. Additional time is required for home study such as reading, research, completing assessments and preparation for exams.

## COURSE ENTRY REQUIREMENTS

There are no formal entry requirements for any of the Diploma programmes. Students who are aged 21 or over by January 1st of the year of admission are classified as mature students and gain entry on this basis.

Students applying to complete a part-time course at NUI Galway under the age of 21 may, in certain circumstances, be asked to fulfil the matriculation requirements of the University. If you are under 21, please log onto <http://www.nuigalway.ie/adult-learning/faqs/> where you will find a list of the matriculation entry requirements.

## FEE SCHOLARSHIPS

A number of scholarships are available for applicants who are unemployed and wish to update their skills and knowledge by participating in one of the listed courses. Scholarships will constitute a 30% contribution to course fees. The scholarship application form is available at <http://www.nuigalway.ie/adult-learning/faqs/>

## HOW CAN I APPLY?

Apply online at <http://www.nuigalway.ie/apply/> under Adult & Continuing Education. Complete the online application form and include all relevant details (i.e. your birth certificate and Leaving Certificate for applicants under 21 years). The application fee is €30 (non-refundable).

## CLOSING DATE FOR APPLICATIONS

Friday 22th July. A limited number of places may be available after this date.

## DIPLOMA FACTS

**ECTS:** 30

**NFQ Level:** 7

**Duration:** 2 years, part-time

**Fees:** (per annum)

**EU:** €970

**Non-EU:** €1,470



### WHAT HAPPENS AFTER I APPLY?

Once you apply online your application is assessed in accordance with the course selection criteria. Successful applicants are informed via email after the closing date.

To accept your place, you are required to:

- 1 Accept your course place using the online applications portal
- 2 Pay a deposit of €485 (€1,470 Non-EU) within the specified timeframe – this deposit is offset against the full fee payment

The process of assessing applications and offering places may take up to three weeks. You are advised to regularly check your email address used for correspondence, as all course communication will be sent to that address.

Additional registration details and course information will be issued to successful applicants approximately two weeks before the course commences. Classes will commence the week starting 12th September, 2016.

### STUDENT SUPPORT

The Centre for Adult Learning and Professional Development provides supports in the following areas, outside of regular class times:

- Study skills
- Writing skills
- Referencing
- The online learning environment
- Examination techniques

These supports are designed to bridge the gap between your last education experience and returning to education as an adult learner.

### ASSESSMENT AND EXAMINATIONS

All modules included in the series are individually assessed. Each module's assessment may consist of written assignments during the semester and written exams at the end of the semester.

### ENGLISH LANGUAGE REQUIREMENT

If your first language is not English, or you have not been educated through the medium of English language, you are required to present an English language qualification (IELTS/TOEFL). The English language requirement does not apply to the language diplomas.



#### WHO CAN I CONTACT?

**Name:** Catherine Geraghty  
Centre for Adult Learning  
and Professional Development,  
NUI Galway, Nuns' Island, Galway

**Phone:** +353 91 492144

**Email:** catherine.geraghty@nuigalway.ie

# 04 DIPLOMA IN ARCHAEOLOGY (CLASSROOM BASED)

## WHO IS THIS COURSE FOR?

The diploma course is open to anyone with an interest in the past. It may be of particular interest to first and second level teachers and others interested in the contribution of archaeology to education, local studies, heritage studies and tourism.

## COURSE PROFILE

### Aim

Archaeology is the study of the material remains of past human societies. The discipline covers a remarkable span of time and investigates some of the most profoundly important developments of the past. The wide scope of archaeology, in time, space and methodology is one of the features that makes the subject so attractive to professionals and amateurs alike. There is something to interest everyone - whether their interests lie in outdoor fieldwork and exploring ancient monuments, the study of artefacts, the history of technology, local studies, or simply in the rich heritage of Ireland's past.

This course aims to equip participants with a sound knowledge of Ireland's archaeological heritage from the earliest settlers to the medieval period.

### Content

The course consists of lectures, fieldwork and project work. The course offers a general introduction to the field monuments and material culture of some nine millennia of the Irish past. Participants are also introduced to the discipline of archaeology, its historical development worldwide, theoretical perspectives and methodologies. They will examine the archaeology of Ireland in general, and explore the prehistoric and historic archaeology of human settlement in their region.

## Course Content – Year 1

- Mesolithic to Megalithic: Ireland in the Stone Age
- Metal and Warriors: Bronze and Iron Age Ireland
- Saint, Scholar, Viking, Norman: Medieval Ireland

## Course Content – Year 2

- Key themes in Irish Prehistoric archaeology
- Key themes in Irish Medieval archaeology
- Irish Archaeology project

All modules in the Diploma are individually assessed. The assessment for each module takes the form of essays or projects during the semester or a written examination at the end of the semester.

Classes will be held on Tuesday evenings, with occasional weekend field trips.

## CAREER OR FURTHER STUDY OPPORTUNITIES

Career opportunities exist in heritage and tourism, archaeological consultancy, and the museum and education sectors.



## WHO CAN I CONTACT?

**Name:** Dr. Michelle Comber

**Discipline:** Archaeology

**Phone:** +353 91 492887

**Email:** [Michelle.comber@nuigalway.ie](mailto:Michelle.comber@nuigalway.ie)

# DIPLOMA IN ARCHAEOLOGY (FULLY ONLINE)

# 05

## WHO IS THIS COURSE FOR?

This diploma is the ideal course of study for anyone with an interest in the Irish past, whether amateur or professional. The latter might include primary school teachers, secondary school teachers, heritage employees, those employed in the tourism industry, and local government employees.

## COURSE PROFILE

### Aim

Archaeology is a constantly changing discipline, fed by new discoveries, new theoretical approaches and new analytical methods. These discoveries continue to revolutionise the subject's potential to inform us about the past and to give us a valuable long perspective on how this past has shaped our present. Exciting aspects of the practical side of archaeology, such as excavation, are familiar to everyone, but excavation is only one aspect of a discipline that combines humanistic interest with scientific method. For the interested student, archaeology offers a stimulating opportunity for intellectual enquiry.

This two year course has four broad aims:

- To introduce students to the discipline of archaeology.
- To present the archaeology of Ireland as a way of understanding ten thousand years of human settlement on this island.
- To study aspects of current archaeological research in Ireland in detail.
- To promote interest in Ireland's heritage at a national and international level.

## Content

### Course Content – Year 1

- Mesolithic to Megalithic: Ireland in the Stone Age
- Metal and Warriors: Bronze and Iron Age Ireland
- Saint, Scholar, Viking, Norman: Medieval Ireland

### Course Content – Year 2

- Key themes in Irish Prehistoric archaeology
- Key themes in Irish Medieval archaeology
- Irish Archaeology project

All teaching and student-teacher interactions will take place online in the course's online learning environment. Course content comprises illustrated text, self-assessment exercises, online discussions and multi-media content that includes mini-lectures and site visits. Support will be provided to students to help them become familiar with the online learning environment.

## CAREER OR FURTHER STUDY OPPORTUNITIES

Career opportunities exist in heritage and tourism, archaeological consultancy, and the museum and education sectors.



### WHO CAN I CONTACT?

**Name:** Dr. Michelle Comber

**Discipline:** Archaeology

**Phone:** +353 91 492887

**Email:** [Michelle.comber@nuigalway.ie](mailto:Michelle.comber@nuigalway.ie)

# 06 DIPLOMA IN FRENCH

## WHO IS THIS COURSE FOR?

This course is open to anyone with an interest in French and who wishes to gain fluency in the language. The Diploma caters for all levels of language ability. The course is offered at three levels: beginner, intermediate and advanced.

## DIRECT ENTRY TO SECOND YEAR

Application to enter year 2 of the Diploma in French is available to those who have completed an equivalent course at third level or who have lived in a Francophone country for an extended period. Applications are assessed on a case-by-case basis, through Recognition of Prior Learning.

## COURSE PROFILE

### Aim

This course aims to enable students with an interest in French to acquire a high level of written and oral communication skills in the language through a variety of practical language exercises. Students will also study major cultural issues in the contemporary French-speaking world. In their second year, students will be introduced to the world of French literature. As the course progresses, students should be able to converse on and comprehend a variety of topics and situations.

## Content

### Course Content – Year 1

- Introduction to French Language – Written and Spoken
- French Language – Written, Spoken and Comprehension
- Introduction to Civilisation, Culture and Society in France
- Oral French – Parlons Français 1

### Course Content – Year 2

- Improvers' French 1 – On Écoute, on Écrit et on Parle 1
- Improvers' French 2 – On Écoute, on Écrit et on Parle 2
- French Culture – Connaître le Monde

Classes will be held on Monday evenings (for direct entry to 2nd year students, classes will be held on Tuesday evenings).

## CAREER OR FURTHER STUDY OPPORTUNITIES

Surveys indicate that employers value language skills among their workforce, placing a premium on the ability to make contact and communicate with global trade partners and to understand overseas business environments. For those with appropriate French language skills, there are possibilities to work in the following fields: international business, international agencies, the tourism and hospitality industry and the diplomatic service. There is also the possibility of proceeding to Degree level and beyond in French.



### WHO CAN I CONTACT?

**Name:** Dr. Máire-Áine Ní Mhainnín

**Discipline:** French

**Phone:** +353 91 493397

**Email:** mary.mannion@nuigalway.ie



## WHAT OUR STUDENTS SAY

### CLAIRE KAVANAGH DIPLOMA IN FRENCH

It has long been my ambition to study French to degree level with the ultimate goal of teaching the language. After leaving school in the 1980s, I completed a French bilingual secretarial course. I moved to Paris to progress my career and became a fluent French speaker. I also developed a keen interest in French culture. I returned to Ireland to work and start a family - my personal goal was put on hold.

After a number of years, I registered for the NUIG Diploma in French, delivered in Ennis and graduated in 2014. The Continuing Professional Development mode of study has

allowed me to study French as a single subject to level 8; I currently attend weekly evening lectures at NUIG.

I am delighted that I am pursuing my goal. I absolutely love the variety between language skills, culture and literature on the course. Lecturers are extremely encouraging, flexible and approachable. After years of being a stay-at-home mother, studying at NUIG and the guidance from lecturers has given me the confidence to consider pursuing further studies to enable me to teach French.



# 08

# DIPLOMA IN GEOLOGY

## WHO IS THIS COURSE FOR?

The course is suitable for people with a general interest in the natural environment and also those who appreciate the outdoors. It is suitable for those with or without a general scientific background and no previous training in geology is required. It may also be professionally beneficial for geography teachers (second level), environmental scientists and engineers.

## COURSE PROFILE

### Aim

The course aims to provide the student with a broad introduction to the study of the earth and hands-on practical experience of the techniques employed within the field of geology. The principles of geology are covered using case studies and physical materials from around the world and the course includes field trips to see in-situ geology in an Irish context.

### Content

The diploma in Geology provides an introduction to the science of geology for people with a general interest in the natural environment. The course examines questions such as: How did the earth form? What are geological materials? How is the earth exploited and what effect does that have?

The course uses lectures and practical exercises to study the Earth's origins, materials and processes at all scales from the atomic to the planetary level; internal and external; and locally, nationally, and internationally. There is a focus in the second year on the interaction of people with the planet we inhabit. Field trips (2 x 1 day, 2 x weekend) within Ireland complement the course material.

## The course includes the following topics:

- Planet Earth
- Structural Geology and Geological Maps
- Building Blocks of the Earth
- Crystallography, Mineralogy and Microscopy
- Global Geology
- Virtual Geology Tours
- Evolution of the Earth
- Palaeontology
- Economic Geology
- Earth's Physical Resources
- The Human Perspective
- Hazards and the Environment

Classes will be held on Thursday evenings.

## CAREER OR FURTHER STUDY OPPORTUNITIES

A number of graduates from the course have since gone on to study for a degree in Earth Sciences. Many students have stayed actively involved in geology through the Galway Geological Association and doing voluntary work during the restoration of the James Mitchell Geology Museum in NUI Galway.



## WHO CAN I CONTACT?

**Name:** Dr. Sadhbh Baxter

**Discipline:** Earth and Ocean Sciences

**Phone:** +353 91 495962

**Email:** sadhbh.baxter@nuigalway.ie

## WHO IS THIS COURSE FOR?

The Diploma in German introduces students to the basic elements of German and is designed for those who have no previous knowledge of the language.

## DIRECT ENTRY TO SECOND YEAR

If you already have prior knowledge of the language, or a Leaving Certificate in the subject, you can apply for direct entry to the second year. Your level will be assessed by a written examination that will take place in August.

## COURSE PROFILE

### Aim

Whether your interest in German has a business focus or you want to get to know interesting and exciting regions such as the Austrian Alps, the Diploma in German can get you started. This two-year course will help you develop the skills to communicate successfully in the German-speaking world while exciting your curiosity about other cultures.

### Content

Students will begin with the basic elements of German grammar and vocabulary and will progress to the study of a selection of social and cultural issues in the contemporary German-speaking world. By the end of each term, students will have learned to converse on and comprehend a variety of topics in situations that are normally encountered in a modern German-speaking environment.

## Course Content – Year 1

- Introduction to Beginners' German – written and spoken
- Beginners' German continued – written, spoken and comprehension
- Introduction to aspects of 20th Century German and Austrian culture

## Course Content – Year 2

- Intermediate German – written, spoken and oral comprehension 1
- Intermediate German – written, spoken and oral comprehension 2
- Contemporary German, Austrian and Swiss Society
- German conversation

Classes will be held on Wednesday evenings (for direct entry to 2nd year students, classes will be held on Thursday evenings).

## CAREER OR FURTHER STUDY OPPORTUNITIES

Knowledge of German is more useful than ever before for career opportunities involving internet trade and multinational companies based in Ireland, as well as tourism.



### WHO CAN I CONTACT?

**Name:** Ms. Gabriele Behrens

**Discipline:** German

**Phone:** +353 91 492226

**Email:** gabriele.behrens@nuigalway.ie

# 10 DIPLOMA IN IRISH STUDIES (FULLY ONLINE)

## WHO IS THIS COURSE FOR?

This course is of appeal to those who are interested in Ireland's past and culture including primary school teachers, secondary school teachers and heritage employees. It will also be of appeal to those who are employed in the tourism industry.

## COURSE PROFILE

### Aim

The Diploma in Irish Studies is an interdisciplinary introduction to the discipline of Irish Studies and offers an excellent opportunity for those interested in Ireland, especially those without access to traditional programmes of study in this area.

The purpose of the diploma is to provide a basic introduction to Irish life and culture through the disciplines of archaeology, history, literature in English and in Irish (presented in translation), political science and sociology, and traditional Irish music and dance.

### Content

The course provides an overview of Irish history from the pagan Celtic world and the coming of Christianity through to the cataclysmic famines of the 1840s, the establishment of an independent state in 1922 and Ireland's integration into the European community. Students are introduced to Irish literature in both the Irish (Gaelic) and English languages, from the Old-Irish sagas and early Irish lyrics through the emergence of Anglo-Irish literature in the 18th century to the 20th century revival of writing in Irish.

## Course Content – Year 1

- Early Christian Ireland 431-1169
- Medieval Ireland 1169-1603
- Early Modern Ireland 1603-1845

## Course Content – Year 2

- Modern Ireland 1845-1998
- Social and Political Change in Contemporary Ireland, 1922-2003
- From Ceili to Riverdance: Irish Traditional Music and Dance in the 20th century

## CAREER OR FURTHER STUDY OPPORTUNITIES

The information and skills introduced by this course may contribute to careers in a wide variety of areas, such as in the heritage, tourism and education sectors.



## WHO CAN I CONTACT?

**Name:** Dr. Michelle Comber

**Discipline:** Centre for Irish Studies

**Phone:** +353 91 492887

**Email:** michelle.comber@nuigalway.ie

# DIPLOMA IN ITALIAN (CLASSROOM BASED)

# 11

## WHO IS THIS COURSE FOR?

The Diploma in Italian is open to everybody and is designed for those who have no previous knowledge of the language.

## DIRECT ENTRY TO SECOND YEAR

If you already have prior knowledge of the language, or a Leaving Certificate in the subject, you can apply for direct entry to the second year online. Your level will be assessed by a written examination that will take place in August.

## COURSE PROFILE

### Aim

This course is designed to give participants enhanced language skills for personal, travel and professional purposes.

### Content

Students will be introduced to the basics of the Italian language in order to develop competence in handling common situations of everyday life. The course concentrates on all of the four main language skills (listening, speaking, reading and writing) and uses carefully selected authentic material to provide a gradual introduction to the structures and functions of the language.

In addition, a cultural module introduces students to the main trends in Italian art, cinema, history and culture.

## Course Content – Year 1

- Italian Language Level 1 – Part 1
- Italian Language Level 1 – Part 2
- Italian Culture and Language Level 1

## Course Content – Year 2

- Italian Language Level 2 – Part 1
- Italian Language Level 2 – Part 2
- Italian Culture and Language Level 2

Classes will be held on Monday evenings.

## CAREER OR FURTHER STUDY OPPORTUNITIES

Learning a new language provides invaluable skills. There is no doubt that the profile of the professional of the future will be that of a person who can adapt quickly and effectively to new situations and environments, who speaks more than one language, and who is at home in more than one country. Language students will be mobile, cosmopolitan, and ready and happy to embrace and negotiate different cultures and traditions.



## WHO CAN I CONTACT?

**Name:** Dr. Anne O' Connor

**Discipline:** Italian

**Phone:** +353 91 493794

**Email:** anne.oconnor@nuigalway.ie

# 12 DIPLOMA IN ITALIAN (FULLY ONLINE)

## WHO IS THIS COURSE FOR?

The Diploma in Italian Online can be taken at beginners or intermediate level.

The online course is particularly suitable for students who need flexibility in their time and mode of study and/or live away from Galway. Basic computer skills are sufficient for the online students, including an ability to download and upload files, navigate websites, and use emails and Skype-style applications. An introductory on-campus session at the beginning of the course will explain in very simple terms how to use these applications and will take students through all the steps necessary to become familiar with these learning tools.

## DIRECT ENTRY TO SECOND YEAR

If you already have prior knowledge of the language, or a Leaving Certificate in the subject, you can apply for direct entry to the second year. Your level will be assessed by a written examination that will take place in August.

## COURSE PROFILE

### Aim

This course is designed to give participants enhanced language skills for personal, travel and professional purposes. This course is based on a collaborative, communicative approach and students are encouraged to participate in virtual class activities with their peers and e-tutors.

### Content

Students will be guided through each interactive and participative online module, which will emphasize collaborative learning in order to avoid any feelings of isolation. Lecture packages will be delivered weekly online and will include comprehension tasks, individual and group work, and conversation and intercultural aspects. Three on-campus sessions per semester are also included (held on Saturdays).

## Course Content – Year 1, Beginners

- Italian Language Skills 1 – Level 1, Part 1
- Italian Language Skills 1 – Level 1, Part 2
- Oral and Intercultural Skills – Level 1

## Course Content – Year 2, Beginners

- Italian Language Skills – Level 2, Part 1
- Italian Language Skills – Level 2, Part 2
- Oral and Intercultural skills – Level 2

## INTERMEDIATE LEVEL

This course caters for students who have already obtained a Level A2 of fluency in Italian and focuses on the four main language skills (listening, speaking, reading and writing) using regular practice based, as much as possible, on authentic material carefully selected to guide students towards the acquisition of more advanced structures and functions of the language.

A cultural module will present aspects of Italian culture and society from both a linguistic and an intercultural perspective, introducing texts and personalities from Italian arts, music, cinema, literature and exploring societal issues.

**Course Content – Year 1, Intermediate**

- Italian Communication Skills 1 – Part 1
- Italian Communication Skills 1 – Part 2
- Italian Cultural Landscape 1

**Course Content – Year 2, Intermediate**

- Italian Communication Skills 2 – Part 1
- Italian Communication Skills 2 - Part 2
- Italian Cultural Landscape 2

**CAREER OR FURTHER STUDY OPPORTUNITIES**

Learning a new language will provide invaluable skills. There is no doubt that the profile of the professional of the future will be that of a person who can adapt quickly and effectively to new situations and environments, who speaks more than one language, and who is at home in more than one country. Language students will be mobile, cosmopolitan, and ready and happy to embrace and negotiate different cultures and traditions.

**WHO CAN I CONTACT?**

**Name:** Dr. Laura McLoughlin

**Discipline:** Italian

**Phone:** +353 91 492240

**Email:** [laura.mcloughlin@nuigalway.ie](mailto:laura.mcloughlin@nuigalway.ie)

# 14 DIPLOMA IN PSYCHOLOGY OF COUNSELLING

## WHO IS THIS COURSE FOR?

The Diploma is designed for individuals who are involved in a helping or advice-giving role. In particular, it caters for members of self-help groups, volunteers in befriending and support organizations, individuals engaged in personnel work and staff of educational, youth and health services.

## SPECIALIST ENTRY REQUIREMENTS

You will be required to submit a personal statement with your application, outlining the following information:

- Your involvement in voluntary/community work (if any)
- Personal reasons for doing the course
- How you consider the course will benefit your work/community

## COURSE PROFILE

### Aim

The course aims to provide a basic grounding in the psychology of lifespan development and major psychological theories of personality and their application to counselling. The practical aspects of the course include basic counselling skills and group facilitation of personal development. The course enables participants to gain a better understanding of the processes in which they are involved and to develop their counselling skills. The Diploma is also suitable for people who would like, subsequently, to pursue a professional counselling course, as it provides a foundation in the theory and basic skills of counselling.

## Content

### Course Content – Year 1

- Counselling Skills and Practice 1
- Lifespan Development and Theory of Counselling
- Personality Theory and Theory of Counselling

### Course Content – Year 2

- Working with Groups
- Diverse Perspectives in Counselling
- Personal Development and Awareness

Classes will be held on Thursday evenings, with occasional weekend workshops.

## CAREER OR FURTHER STUDY OPPORTUNITIES

On successful completion of year 2, you may go on to take an undergraduate course in counselling psychology, psychology or counselling. Graduates who already have a third level qualification may be entitled to undertake a Masters in Counselling course.



### WHO CAN I CONTACT?

**Name:** Ms. Tammie Scott – Course Director  
**Email:** tamar.scott@nuigalway.ie

### WHO CAN I CONTACT?

**Name:** Catherine Geraghty  
Course Administrator, Centre for Adult Learning  
**Phone:** +353 91 492214  
**Email:** catherine.geraghty@nuigalway.ie



## WHAT OUR STUDENTS SAY

**PATRICIA BURKE**

**DIPLOMA IN PSYCHOLOGY OF COUNSELLING**

Having completed the part-time Diploma in Psychology of Counselling at NUIG, I have progressed to further studies in this area. The Diploma was a fantastic learning experience and I thoroughly enjoyed my time at NUIG. Starting a third level course as a mature student can be a daunting experience, but I was supported and encouraged every step of the way. Lecturers were knowledgeable, professional and approachable.

The Diploma in Psychology of Counselling facilitates personal growth and academic development. I highly recommend this course as a starting point for those interested in counselling or psychotherapy.



# 16 DIPLOMA IN MARKETING

## WHO IS THIS COURSE FOR?

This is an ideal course for students who wish to:

- Develop essential marketing communication skills
- Gain a critical understanding of global marketing
- Develop business negotiation skills
- Think critically

## COURSE PROFILE

### Aim

The Diploma in Marketing is aimed at students who seek a qualification to enhance employment opportunities and career progression. The modules covered in this course provide a solid foundation in the principles and practice of marketing in a global context.

### Content

The first year of this course provides the theoretical foundations of marketing principles. Through a combination of game-based learning and online technology, you will gain a deeper understanding of marketing theory and apply it to real-world settings. You will examine how marketing works in a managerial context and develop negotiation skills; in particular, how to manage issues to achieve agreement and resolve a conflict.

In year 2 you will develop marketing research skills, such as: how to collect accurate data, how to prepare and analyse this data, and how to compile and present the research findings. You will also investigate services marketing.

## Course Content – Year 1

- Foundation of Marketing Thought
- Marketing Management
- Negotiation Skills

## Course Content – Year 2

- Services Marketing
  - Qualitative Marketing Research
  - Marketing Analytics and Research
- Or
- Critical Thinking

This course is delivered mostly online, the Negotiation Skills modules includes face-to-face workshops.

## CAREER OR FURTHER STUDY OPPORTUNITIES

This course is aimed at students who wish to develop their careers in today's global business environment. Students will be equipped with the fundamentals to embark on a career path in marketing and marketing management. Graduates may be employable in a range of organisations and sectors. Graduates can progress to study a Bachelor of Arts or Commerce and gain exemption from the modules completed in the Diploma in Marketing. Graduates who already have an honours degree level qualification can progress to study Marketing at Masters level.



## WHO CAN I CONTACT?

**Name:** Catherine Geraghty  
Course Administrator, Centre for Adult Learning  
**Phone:** +353 91 492214  
**Email:** catherine.geraghty@nuigalway.ie

## WHO IS THIS COURSE FOR?

The Diploma in Spanish is designed for those who have little or no previous knowledge of the language and wish to gain Spanish language skills for personal or professional reasons.

## DIRECT ENTRY TO SECOND YEAR

If you already have prior knowledge of the language, or a Leaving Certificate in the subject, you can apply for direct entry to the second year. Your level will be assessed by a written examination that will take place in August.

## COURSE PROFILE

### Aim

The Diploma in Spanish aims to equip students with written, oral and comprehension skills in the Spanish language. On completion of the course, students should be able to converse in Spanish on a variety of topics and deal with a range of situations encountered in everyday life in Spain and Latin America.

### Content

The course will include a series of lectures on aspects of the history, culture and contemporary society not only of Spain, but also of the countries of Spanish America (Argentina, Chile, Cuba, Mexico, etc.). Student participation and active learning will be key features in course delivery.

## Course Content – Year 1

- Introduction to Beginners' Spanish – written and spoken
- Beginners' Spanish – written, spoken and comprehension
- Introduction to Spain and Oral Spanish

## Course Content – Year 2

- Improvers' Spanish 1 – written, spoken and oral comprehension
- Improvers' Spanish 2 – written, spoken and oral comprehension
- Introduction to Latin America and Oral Spanish

Classes will be held on Monday evenings (for direct entry to 2nd year students, classes will be held on Thursday evenings).

## CAREER OR FURTHER STUDY OPPORTUNITIES

Spanish is currently the third most widely spoken language in the world after Mandarin and English. It is increasingly beneficial to those working in any sector with an international dimension.



## WHO CAN I CONTACT?

**Name:** Dr. Lorna Shaughnessy

**Discipline:** Spanish

**Phone:** +353 91 492229

**Email:** lorna.shaughnessy@nuigalway.ie



National University of Ireland, Galway  
Ollscoil na hÉireann, Gaillimh