

# Certificate in Logistics and Marketing



Course Title	Credits	NFQ Level	Campus	Duration	Course Fee	Application Closing Date
Certificate in Logistics and Marketing	15	7	ATU Mayo, Sligo and Letterkenny	1 Year, Part-Time, Blended Learning	€400	16th December 2022



Ollscoil  
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an Atlantaigh

Atlantic  
Technological  
University





## When?

January 2023 – December 2023

Start Date: Monday, 23rd January 2023

## Entry Requirements

Applicants who have completed an award at level 6 business programme or the equivalent. Recognition of Prior Learning (RPL) may also be considered. If you are unsure of whether you meet the entry requirements, please do get in touch with us.



## Why Undertake this Course?

This course is part of a Human Capital Initiative (HCI) that will demonstrate to participants the importance to organisations of using logistic and marketing tools to reaching markets faster with their products and services.

- Discuss the means by which an organisation can create value through the interface between logistics and marketing.
- Evaluate digital options that can shape logistics and marketing agility in the context of supply chain management.
- Apply knowledge and skills learnt in practice, while working competently in a self-directed manner, individually, in peer-relationships and as a team member
- Appraise the emerging trends in logistics and marketing that will help in identifying new and sustainable market opportunities.

## What to Expect

Lectures will be delivered online and onsite. This programme is to be delivered on a blended basis. You will be required to attend two days in term 1 in ATU Mayo (Castlebar), and two days in term 2 in ATU Sligo for a residential weekend and one day in ATU Letterkenny for an experiential workshop. The online component will be available weekly.

## Course Content

### Logistics and Marketing

This module will demonstrate to learners the importance of using the tools of logistics and marketing in relation to reaching markets faster.

- Assess the key roles that logistics and marketing plays in an organisation.
- Discuss the means by which an organisation can create value through the interface between logistics and marketing.
- Evaluate digital options that can shape logistics and marketing agility in the context of supply chain management.
- Write, record, research and analyse material that will facilitate logistics and marketing planning for an organisation.
- Apply knowledge and skills learnt in practice, while working competently in a self-directed manner, individually, in peer-relationships and as a team member.
- Reflect on the value of logistics and marketing to an organisation.
- Appraise the emerging trends in logistics and marketing that will help in identifying new and sustainable market opportunities.

## How to Apply

Applications can be made online at

<https://www.gmit.ie/study/professional-development-cpd/professional-development-cpd-applications>

or

[https://ssb.gmit.ie/ssb8/bwskalog.P\\_DisLoginNon](https://ssb.gmit.ie/ssb8/bwskalog.P_DisLoginNon)

## Need any Assistance Applying?

Please contact our Graduate Studies and Professional Development (GSPD) team who will guide you through the process.

Email [learn.galwaymayo@atu.ie](mailto:learn.galwaymayo@atu.ie) and reference the course you're interested in applying for in your message.

I want to know more.  
Who can I talk to?

**Michael Gill** Head of Department of  
Organisational Development

T 094-9043174 E [michael.gill@atu.ie](mailto:michael.gill@atu.ie)

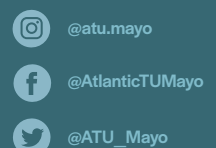
**Declan Hoban** Project Lead

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Or find out more at [www.atu.ie](http://www.atu.ie)



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