

MSc. Digital Marketing Timetable 2023/2024

SEMESTER 2

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.00 – 11.00 a.m.	Social Marketing & Sustainability (MK5118) [ENG G047] (Christine Domegan)		10.00 – 12.00 noon Digital Sales Management (MK5136) [CA111] (Ruairi Conroy)		
11.00 a.m. – 1.00 p.m.	Marketing Analytics (MK5104) (LCI-G018 Lecture Theatre – ILAS Building) (Michał Folwarczny)	Strategic Brand Management (MK566) [11 a.m. in Darcy Thompson; 12 noon in AMB 1023 O’Tnuthail Theatre] (Patricia McHugh) (All)			
13:00 – 14:00 p.m.				Digital Marketing Strategy (MK5130) (Tina Flaherty) (ORB214, Orbsen Building)	
14:00 – 15:00 p.m.				Digital Marketing Strategy (MK5130) (Tina Flaherty) (ENG-G017 Lecture Theatre 02, Engineering Building)	

Block Teaching:

MK5144 – Digital Metrics and Analytics:

- The first online (2h) session on week #1 -
- The first block in-class session on week #2, i.e., Friday, January 19th - MY243 9 -5
- Subsequent online session (2h/week) during weeks #3 & #4
- The second and a final block session on week #5, i.e., Friday, February 9th - MY129 9 -5
- The final online session on week #7

MK5136 - Digital Sales Management

MK5136 classes will be held on the following Wednesday’s from 10am to 12pm - Jan 10, Jan 17, Jan 31, Feb 7, Feb 21, Feb 28, March 27. There will be an all-day class for MK5136 on Friday, March 8th, Venue TBC.

Module with Blended Delivery (On campus and Online):

MK5130 Digital Marketing Strategy (Tina Flaherty).

Dates of Term:

Teaching begins:	Monday, 8th January, 2024.
Teaching ends:	Friday, 29th March 2024.
Easter Break:	Friday, 29th March – Monday, 1st April 2024.
Field Trips:	Tuesday, 2nd April 2024.
Study Week:	Monday, 8th April 2024.
Exams begin:	Monday, 15th April, 2024.
Exams end:	Wednesday, 1st May 2024.
Marketing Event:	May, 2024 (to be confirmed)