

MSc. Marketing Management PROVISIONAL Timetable 2024/2025

SEMESTER 2

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9a.m.-- 10a.m.	Partnership Marketing (MK5158) (Dr. Sinead Duane) ENG-G047				
10a.m.-- 11a.m.	Partnership Marketing (MK5158) (Dr. Sinead Duane) ENG-G047		Digital Sales Management (MK5136) (Mr. Ruairi Conroy) CA111 <i>Weeks 1, 3, 4, 7 & 12</i> [See details on venues below]		Digital Sales Management (MK5136) (Mr. Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
11a.m.- 12p.m		Strategic Brand Management (MK566) (Mr. Brian Campbell) [11 a.m. in Darcy Thompson Theatre-AC003]	Digital Sales Management (MK5136) (Mr. Ruairi Conroy) CA111 <i>Weeks 1, 3, 4, 7 & 12</i> [See details on venues below]		Digital Sales Management (MK5136) (Mr. Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
12p.m.- 1pm		Strategic Brand Management (MK566) (Mr. Brian Campbell) 12 noon in AMB 1023 O'Tnuthail Theatre]			Digital Sales Management (MK5136) (Mr. Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
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1-2 p.m.					

					Digital Sales Management (MK5136) (Mr. Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
2-3 p.m.	Marketing Analytics (MK5104) (LCI-G018 Lecture Theatre – ILAS Building) (Dr. Michał Folwarczny)				
3-4pm	Marketing Analytics (MK5104) (LCI-G018 Lecture Theatre – ILAS Building) (Dr. Michał Folwarczny)				

MK5136 Digital Sales Management (Mr. Ruairi Conroy):

Week 1: Wednesday, 15th January (CA111), 10-12p.m
 Week 2: No lecture
 Week 3: Wednesday, 29th January (CA111), 10-12p.m
 Week 4: Wednesday 5th February (CA111), 10-12p.m
 Week 5: No lecture
 Week 6 is reading week (there will be no lecture in week 6)
 Week 7: Wednesday 26th February (CA111), 10-12p.m
 Week 8: Friday, 7th March (MY129), 10a.m.--2p.m.
 Week 9: Friday, 14th March (MY129), 10a.m.--2p.m.
 Week 10: Friday 21st March (MY129), 10a.m.--2p.m.
 Week 11: No Lecture
 Week 12: Wednesday 2nd April, (CA111), 10a.m.--12p.m

MK5140 (Cases in Marketing Management and Strategy) (Dr. Declan Fleming):

Week 1: Thursday, 16th January -LCI-G018- 9am ---12pm

Week 2: Thursday, 23rd January -LCI-G018- 9am --1pm

Week 3- Thursday, 30th January- LCI-G018- 11am --2pm

Week 4: Thursday, 6th February- LCI-G018- 9am --1pm

Week 5: Thursday, 13th February- AMB-G065- 9am –1pm

Week 6: No lecture as it is reading week

Week 7: Thursday, 27th February- AMB-G065 –9am --11am, 12pm –1pm AND 2pm –3pm (All in AMB-G065)

Week 8: Thursday, 6th March – MY127- 10am --2pm

Week 9: Thursday, 13th March – MY127- 10am --2pm

Week 10: Thursday, 20th March- MY127- 10am –2pm

Week 11: Thursday, 27th March - LCI-G018 –10am --2pm

Week 12: Thursday, 3rd April- LCI-G018- 10am –2pm

MK5116 Negotiations (Dr. Ann Torres):

Fridays (17th January, 14th January, 31st January, 7th February, 14th February, 21st February) in MY243 from 10am until 2pm. Please note that class will be from 11am until 3pm on Friday, February 14th.

The dates and times are:

Friday, Jan. 17 - 10 a.m. - 2 p.m.

Friday, Jan. 24 - 10 a.m. - 2 p.m.

Friday, Jan. 31 - 10 a.m. - 2 p.m.

Friday, Feb. 07 - 10 a.m. - 2 p.m.

Friday, Feb. 14 - 11 a.m. - 3 p.m.

Friday, Feb. 21 - 10 a.m. - 2 p.m.

MK5148 (Applied Marketing Project):

12th –15th May 2025 ((Marketing Event (12th - 14th) and a briefing on 15th for the Applied Project component). The individual Applied Project work will then continue to completion and submission by 30th June 2025.

Dates of Term: Second Semester

Teaching begins:	Monday, 13 th January, 2025.
Teaching ends:	Friday, 4 th April 2025.
Easter Break:	Friday, 18 th April– Monday, 21 st April 2025.
Study Week:	Monday, 11 th April 2025.
Exams begin:	Tuesday, 22 nd April, 2025.
Exams end:	Friday, 9 th May 2025.
Marketing Event:	12 th -15 th May 2025

***Please note this timetable is provisional and subject to change**