

## MSc Digital Marketing Semester 1 - Timetable AY 24/25 (Provisional)

Times	Monday	Tuesday	Wednesday	Thursday	Friday
09.00-10.00	<b>Consumption &amp; Society</b> (MK5146) (Sheila Malone) <i>Weeks 6, 7, 9, 10, 11, 12</i> [ENG G047]	<b>Research Methods</b> (MK563) Concourse (Sinead Duane) [D'arcy Thompson]	<b>Services Marketing</b> (MK5117) (Robin Canniford) [ENG-G017 LT 2]		
10.00-11.00					
11.00-12.00		<b>Social Media Marketing</b> Theory (MK5139) (Ann Torres) [CSB-1005]			
12.00-13.00				<b>Inbound Marketing &amp; Content Creation</b> (MK5143) (Tina Flaherty)[AC002, Anderson Theatre]	
13.00-14.00	<b>Consumption &amp; Society</b> (MK5146) (Sheila Malone) [CA111, Cairnes] <i>Weeks 6, 7, 9, 10, 11, 12</i>				
14.00-15.00					
15.00-16.00					
16.00-17.00					
17.00-18.00		<b>Marketing Performance &amp; Productivity</b> (MK5133) (Michal Folwarczny) (HBB B001)			
18.00-19.00					

ENG = Engineering Building, AC = Concourse (main campus) CA= Cairnes Building, HBB = Human Biology Building CSB= Computer Science Building

**Campus Map:** <https://clients.mapsindoors.com/nuigalwayweb/9167eab0dc78437c93c76b57/search>

Timetable is subject to change. Changes will be advised through Canvas (Revised 27/08/2024)

Core Modules				
Code	Name	ECTS	Lecturer	Email
MK5146	Consumption & Society	5	Dr Sheila Malone	<a href="mailto:Sheila.MALONE@universityofgalway.ie">Sheila.MALONE@universityofgalway.ie</a>
MK563	Research Methods	5	Dr Sinead Duane	<a href="mailto:sinead.duane@universityofgalway.ie">sinead.duane@universityofgalway.ie</a>
MK5139	Social Media Theory	5	Dr Ann Torres	<a href="mailto:ann.torres@universityofgalway.ie">ann.torres@universityofgalway.ie</a>
MK5133	Marketing Performance & Productivity	5	Dr Michal Folwarczny	<a href="mailto:michal.folwarczny@universityofgalway.ie">michal.folwarczny@universityofgalway.ie</a>
MK5117	Services Marketing	5	Prof Robin Canniford	<a href="mailto:robin.canniford@universityofgalway.ie">robin.canniford@universityofgalway.ie</a>
MK5143	Inbound Marketing & Content Creation	5	Dr Tina Flaherty	<a href="mailto:TINA.FLAHERTY@universityofgalway.ie">TINA.FLAHERTY@universityofgalway.ie</a>



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