

MSc. Marketing Management Provisional Timetable 2024/2025

SEMESTER 2

| TIME | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|--------------------|--|---|-----------|---|---|
| 9a.m.-- 10a.m. | Partnership Marketing MK5158 (Sinead Duane) ENG-G047 | | | Cases in Marketing Strategy (MK5140) (Declan Fleming) (MM) [See details on exact times and venues below] | |
| 10a.m.-- 11a.m. | Partnership Marketing MK5158 (Sinead Duane) ENG-G047 | | | Cases in Marketing Strategy (MK5140) (Declan Fleming) (MM) [See details on exact times and venues below] | Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 8, 9, 10, 12</i> [See details on venues below] |
| 11a.m.- 12p.m | | 11-12pm Strategic Brand Management (MK566) [11 a.m. in Darcy Thompson Theatre-AC003] | | Cases in Marketing Strategy (MK5140) (Declan Fleming) (MM) [See details on exact times and venues below] | Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 8, 9, 10, 12</i> [See details on venues below] |
| 12p.m.- 1pm | | 12-1pm Strategic Brand Management (MK566) 12 noon in AMB 1023 O'Tnuthail Theatre] (Brian Campbell) | | Cases in Marketing Strategy (MK5140) (Declan Fleming) (MM) [See details on exact times and venues below] | Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below] |
| 1-2 p.m. | | | | Cases in Marketing Strategy (MK5140) (Declan Fleming) (MM) | Digital Sales Management (MK5136) (Ruairi Conroy) |

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| | | | | [See details on exact times and venues below] | <i>Weeks 8, 9, 10</i> [See details on venues below] |
| 2-3 p.m. | Marketing Analytics (MK5104) (LCI-G018 Lecture Theatre – ILAS Building) (Michał Folwarczny) | | | | |
| 3-4pm | Marketing Analytics (MK5104) (LCI-G018 Lecture Theatre – ILAS Building) (Michał Folwarczny) | | | | |
| 4-5pm | | | Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 1, 3, 4, 7</i> [See details on venues below] | | |
| 5-6pm | | | Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 1, 3, 4, 7</i> [See details on venues below] | | |

Block teaching:

MK5144 Digital Metrics & Analytics (Shekhar Misra): This module will be delivered through a blend of on-campus and online (recorded) lectures. The details of the on-campus lectures are:

Friday 17th January (LCI-G018 ILAS Building), 9am-5pm

Friday 14th February (MY129 Aras Moyola), 9am-5pm

MK5136 Digital Sales Management (Ruairi Conroy):

Week 1: Wednesday, 15th January (ENG-G047), 4-6p.m

Week 2: No lecture

Week 3: Wednesday, 29th January (ENG-G047), 4-6p.m

Week 4: Wednesday 5th February (ENG-G047), 4-6p.m

Week 5: No lecture
Week 6 is reading week (there will be no lecture in week 6)
Week 7: Wednesday 26th February (ENG-G047), 4-6p.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, (MY243), 10a.m.--12p.m

MK5140 (Cases in Marketing Management and Strategy) (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

Block Teaching:

MK5116 Negotiations (Ann Torres) (MM) (5 ects): 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.

MK5151 (Digital Sales and Marketing Alignment) (Ruairi Conroy) The first block in-class session on week #8, i.e., Friday, March 7th, The second and a final block session on week #12, i.e., Friday, April 4th, Both sessions will run from 9am until 5pm in MY127. Please note that these dates are provisional, and are subject to change.

MK5148 (Applied Marketing Project): This will take place in July 2025 (exact dates to be confirmed)

Dates of Term

Second Semester:

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| 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: | May, 2024 (to be confirmed) |

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