

MSc. Digital Marketing Provisional Timetable 2024/2025

SEMESTER 2

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:00a.m.-- 10:00a.m.	Partnership Marketing (MK5158) (Sinead Duane) [ENG-G047]				
10a.m.- 11:00 a.m.	Partnership Marketing (MK5158) (Sinead Duane) [ENG-G047]				Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
11:00 a.m. – 12:00 p.m.		Strategic Brand Management (MK566) (Brian Campbell) [Darcy Thompson Theatre-AC003]			Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
12pm--1pm		Strategic Brand Management (MK566) (Brian Campbell) [AMB 1023 O'Tnuthail Theatre]			Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
1-2 p.m.				Digital Marketing Strategy (MK5130) (Tina Flaherty) [ORB214, Orbsen Building]	Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]

2-3 p.m.	Marketing Analytics (MK5104) (Michał Folwarczny) LCI-G018 Lecture Theatre – ILAS Building]			Digital Marketing Strategy (MK5130) (Tina Flaherty) [ENG-G017 Lecture Theatre 02, Engineering Building]	
3-4pm	Marketing Analytics (MK5104) (Michał Folwarczny) [LCI-G018 Lecture Theatre – ILAS Building]				
4-5pm			Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 1, 3, 4, 7, 12</i> [See details on venues below]		
5-6pm			Digital Sales Management (MK5136) (Ruairi Conroy) <i>Weeks 1, 3, 4, 7, 12</i> [See details on venues below]		

* **MK5130** (Digital Marketing Strategy): Please note that in week 11 and week 12 class times and venues will change to facilitate debates (as part of assessment). The dates, times and venues for class in Week 11 and Week 12 are:

Thursday 27th March - **MY127 (Aras Moyola), 10a.m-1p.m.**

Thursday 3rd April - **MY127 (Aras Moyola), 10a.m- 1p.m.**

Friday, 4th April - **MY129 (Aras Moyola), 10a.m-1p.m.**

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

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

Dates of Term

Second Semester:

Teaching begins: Monday, 13th January, 2025.

Teaching ends: Friday, 4th April 2025.

Easter Break: Friday, 18th April– Monday, 21st April 2025.

Study Week: Monday, 11th April 2025.

Exams begin: Tuesday, 22nd April, 2025.

Exams end: Friday, 9th May 2025.

Marketing Event: May, 2024 (to be confirmed)

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