

MSc Digital Marketing Timetable 2023 - 2024

Classes run from 9am to 6pm

100% attendance is required for all modules

SEMESTER 1					Full Time	PT Year 1	PT Year 2	
Date	Day	Module Name	Module Code	Venue	~	*	^	Lecturer
September 21st	Thursday	Career Planning and Development A	MI6272/MI6279	CB9 (Callan Building)	~		^	Dr Jean Cushen / Dr Steven McCartney
September 22nd	Friday	Digital Marketing Communications	MI6236	TSI 240	~	*		Dr Gillian Moran
September 28th	Thursday	Data-driven Marketing	MI6237	TSI 028	~		^	Dr Alireza Keshavarz
September 29th	Friday	Digital Campaign Strategy & Management	MI6235	TSI 128	~	*		Dr Dean Creevey
October 18th	Wednesday	Actionable Insights through Research A	MI6273	TSI 210	~	*		Dr Amir Azadnia/Dr Amy Fahy
October 19th	Thursday	Career Planning and Development A	MI6272/MI6279	TSI 039	~		^	Dr Jean Cushen / Dr Steven McCartney
October 20th	Friday	Digital Marketing Communications	MI6236	TSI 110	~	*		Dr Gillian Moran
November 2nd	Thursday	Data-driven Marketing	MI6237	TSI 210	~		^	Dr Alireza Keshavarz
November 3rd	Friday	Digital Campaign Strategy & Management	MI6235	TSI 128	~	*		Dr Dean Creevey
November 16th	Thursday	Career Planning and Development A	MI6272/MI6279	TSI 039	~		^	Dr Jean Cushen / Dr Steven McCartney
November 17th	Friday	Digital Marketing Communications	MI6236	TSI 110	~	*		Dr Gillian Moran
November 23rd	Thursday	Data-driven Marketing	MI6237	TSI 210	~		^	Dr Alireza Keshavarz
November 24th	Friday	Digital Campaign Strategy & Management	MI6235	TSI 128	~	*		Dr Dean Creevey
December 13th	Wednesday	Actionable Insights through Research A	MI6273	TSI 210	~	*		Dr Amir Azadnia/Dr Amy Fahy
December 14th	Thursday	Career Planning and Development A	MI6272/MI6279	TSI 039	~		^	Dr Jean Cushen / Dr Steven McCartney
December 15th	Friday	Digital Marketing Communications	MI6236	TSI 110	~	*		Dr Gillian Moran
December 21st	Thursday	Data-driven Marketing	MI6237	TSI 210	~		^	Dr Alireza Keshavarz
December 22nd	Friday	Digital Campaign Strategy & Management	MI6235	TSI 128	~	*		Dr Dean Creevey

NOTES

1. Physical attendance may not be possible for all classes at all times due to lecturer issues or other government or university restrictions beyond our control. Please note that we may have to change rooms at short notice but will try to keep this to a minimum. Semester 2 timetable will be available in late October 2023.

2. The Placement Project involves a number of steps, including; specified work to qualify for placement; successful engagement with Placement staff and Employers. Students on Placement will undertake the module MI6275 Placement Project and associated assessment. This module involves a series of workshops (which may include additional days during Semester 2 and Saturdays during the summer semester).

3. The MSc learning experience is supported through a School Research Seminar Series and an Industry Speaker Series. These series are timetabled independently and where it is possible for you to attend, they are highly recommended.

~ Full time students must take these modules.

* Year 1 of the part-time programme must take these modules.

^ Year 2 of the part-time programme must take these modules.