

## MSc Digital Marketing Timetable 2023 - 2024

Classes run from 9am to 6pm

100% attendance is required for all modules

SEMESTER 2					Full Time	PT Year 1	PT Year 2	
Date	Day	Module Name	Module Code	Venue	~	*	^	Lecturer
January 24th	Wednesday	Actionable Insights through Research (A)	MI6273	SE014	~	*		Dr A Azadnia / Dr A Fahy
January 25th	Thursday	Introduction to Sustainability in Business	MI6243	JHL2 (225)	~	*	^	Dr E Kypraios / G Lavin
January 26th	Friday	Search Marketing, Analytics & Measurement	MI6239	SE012	~	*		Dr D Creevey
February 1st	Thursday	Managing Social Media	MI6238	TSI 028	~		^	Dr B Keegan
February 2nd	Friday	Marketing Live (Strategy Live/Int'l Business Live)	MI6227	TSI 210	~		^	Dr G Moran/Dr E Kypraios/Prof A O'Driscoll
February 16th	Friday	Search Marketing, Analytics & Measurement	MI6239	TSI 109	~	*		Dr D Creevey
February 21st	Wednesday	Summer Pathways Workshop		Rye Hall	~	*	^	Dr N Connolly
February 22nd	Thursday	Introduction to Sustainability in Business	MI6243	TH1 (Arts)	~	*	^	Dr E Kypraios / G Lavin
February 29th	Thursday	Managing Social Media	MI6238	TSI 028	~		^	Dr B Keegan
March 1st	Friday	Marketing Live (Strategy Live/Int'l Business Live)	MI6227	TSI 210	~		^	Dr G Moran/Dr E Kypraios/Prof A O'Driscoll
March 20th	Wednesday	Actionable Insights through Research (A)	MI6273	TSI 210	~	*		Dr A Azadnia / Dr A Fahy
March 21st	Thursday	Introduction to Sustainability in Business	MI6243	TH1 (Arts)	~	*	^	Dr E Kypraios / G Lavin
March 22nd	Friday	Search Marketing, Analytics & Measurement	MI6239	TSI 109	~	*		Dr D Creevey
April 4th	Thursday	Managing Social Media	MI6238	TSI 028	~		^	Dr B Keegan
April 5th	Friday	Marketing Live (Strategy Live/Int'l Business Live)	MI6227	TSI 210	~		^	Dr G Moran/Dr E Kypraios/Prof A O'Driscoll
April 18th	Thursday	Introduction to Sustainability in Business	MI6243	TH1 (Arts)	~	*	^	Dr E Kypraios / G Lavin
April 19th	Friday	Search Marketing, Analytics & Measurement	MI6239	TSI 109	~	*		Dr D Creevey
April 25th	Thursday	Managing Social Media	MI6238	TSI 028	~		^	Dr B Keegan
April 26th	Friday	Marketing Live (Strategy Live/Int'l Business Live)	MI6227	TSI 210	~		^	Dr G Moran/Dr E Kypraios/Prof A O'Driscoll

### NOTES

1. Physical attendance may not be possible for all classes at all times due to lecturer issues or restrictions on room sizes beyond our control. Please note that we may have to change rooms at short notice but will try to keep this to a minimum.

2. The Placement Project involves a number of steps, including; specified performance in MI6272 Career Planning and Development; successful engagement with Placement staff and Employers. Students on Placement will undertake the module MI675 Placement Project and associated assessment. This module involves a series of workshops (which may include additional days during Semester 2 and Saturday's 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.