

MSc Digital Marketing Timetable 2024 - 2025

Classes run from 9am to 6pm

100% attendance is required for all modules

SEMESTER 1				Full Time	PT Year 1	PT Year 2	
Date	Module Name	Module Code	Venue	~	*	^	Lecturer
Thursday 19th September	School of Business Induction Day		Iontas @ 10am				
Thursday, 3rd October	Digital Campaign Strategy & Management	MI6235	TSI 128	~	*		Dr Dean Creevey
Friday, 4th October	Digital Marketing Communications	MI6236	TSI 128	~	*		Dr Gillian Moran
Wednesday, 9th October	Actionable Insights through Research C	MI6273 C	TSI 210	~	*		Dr Adeniyi Olarewaju / Dr Tatiana Andreeva
Thursday, 10th October	Career Planning and Development C	MI6272 C	TSI 210	~		^	Dr Jean Cushen / Dr Edward O'Connor
Friday, 11th October	Data-driven Marketing C	MI6237 C	TSI 028	~		^	Dr Alireza Keshavhaz
Thursday, 24th October	Digital Campaign Strategy & Management	MI6235	TSI 128	~	*		Dr Dean Creevey
Friday, 25th October	Digital Marketing Communications	MI6236	TSI 128	~	*		Dr Gillian Moran
Thursday, 7th November	Career Planning and Development C	MI6272 C	TSI 210	~		^	Dr Jean Cushen / Dr Edward O'Connor
Friday, 8th November	Data-driven Marketing C	MI6237 C	TSI 028	~		^	Dr Alireza Keshavhaz
Thursday, 21st November	Digital Campaign Strategy & Management	MI6235	TSI 128	~	*		Dr Dean Creevey
Friday, 22nd November	Digital Marketing Communications	MI6236	TSI 128	~	*		Dr Gillian Moran
Wednesday, 27th November	Actionable Insights through Research C	MI6273 C	TSI 210	~	*		Dr Adeniyi Olarewaju / Dr Tatiana Andreeva
Thursday, 28th November	Career Planning and Development C	MI6272 C	TSI 210	~		^	Dr Jean Cushen / Dr Edward O'Connor
Friday, 29th November	Data-driven Marketing C	MI6237 C	TSI 028	~		^	Dr Alireza Keshavhaz
Thursday, 12th December	Digital Campaign Strategy & Management	MI6235	TSI 128	~	*		Dr Dean Creevey
Friday, 13th December	Digital Marketing Communications	MI6236	TSI 128	~	*		Dr Gillian Moran
Thursday, 19th December	Career Planning and Development C	MI6272 C	TSI 210	~		^	Dr Jean Cushen / Dr Edward O'Connor
Friday, 20th December	Data-driven Marketing C	MI6237 C	TSI 028	~		^	Dr Alireza Keshavhaz

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 2024.

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.