

MSc Strategic Marketing Timetable 2024 - 2025

Classes run from 9am to 6pm

100% attendance is required for all modules

| SEMESTER 1 | | | | Full Time | PT Year 2 | |
|--------------------------|---|-----------------|---------------|-----------|-----------|--|
| Date | Module Name | Module Code | Venue | ~ | ^ | Lecturer |
| Thursday 19th September | School of Business Induction Day | | Iontas @ 10am | | | |
| Wednesday, 9th October | Actionable Insights through Research C | MI6273 C | TSI 210 | ~ | | Dr Adeniyi Olarewaju / Dr Tatiana Andreeva |
| Thursday, 3rd October | Strategic Management: Tools & Concepts | MI6219 | TSI 028 | ~ | | Prof Robert Galavan |
| Friday, 4th October | Digital Marketing Communications | MI6236 | TSI 128 | ~ | ^ | Dr Gillian Moran |
| 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 | Strategic Management: Tools & Concepts | MI6219 | TSI 028 | ~ | | Prof Robert Galavan |
| 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 | Strategic Management: Tools & Concepts | MI6219 | TSI 028 | ~ | | Prof Robert Galavan |
| 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 | Strategic Management: Tools & Concepts | MI6219 | TSI 028 | ~ | | Prof Robert Galavan |
| 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.