

MSc Digital Marketing Timetable 2024 - 2025

Classes run from 9am to 6pm

100% attendance is required for all modules

| SEMESTER 2 | | | | Full Time | PT Year 1 | PT Year 2 | |
|--------------------------|--|-------------------------|----------------|-----------|-----------|-----------|--|
| Date | Module Name | Module Code | Venue | ~ | * | ^ | Lecturer |
| Thursday, 6th February | Managing Social Media | MI6238 | TSI 028 | ~ | | ^ | Dr B Keegan |
| Friday, 7th February | Marketing Live/Strategy Live/Int'l Business Live | MI6227/MI6221/MI609 | TSI 028 | ~ | | ^ | Dr G Moran/Dr R Wang/Prof A O'Driscoll |
| Wednesday, 12th February | Introduction to Sustainability B | MI6243 B | TSI 126 | ~ | * | | Dr D Cassells/Dr A Mahfouz/G Lavin |
| Thursday, 13th February | Search Marketing, Analytics & Measurement | MI6239 | TSI 240 | ~ | * | | Mr C O'Connor |
| Wednesday, 19th February | Actionable Insights through Research C | MI6273 C | TSI 210 | ~ | * | | Dr Adeniyi Olarewaju |
| Thursday, 27th February | Managing Social Media | MI6238 | TSI 028 | ~ | | ^ | Dr B Keegan |
| Friday, 28th February | Marketing Live/Strategy Live/Int'l Business Live | MI6227/MI6221/MI609 | TSI 028 | ~ | | ^ | Dr G Moran/Dr R Wang/Prof A O'Driscoll |
| Wednesday, 5th March | Introduction to Sustainability B | MI6243 B | TSI 126 | ~ | * | | Dr D Cassells/Dr A Mahfouz/G Lavin |
| Thursday, 6th March | Search Marketing, Analytics & Measurement | MI6239 | TSI 240 | ~ | * | | Mr C O'Connor |
| Wednesday, 19th March | Introduction to Sustainability A/B/C (all groups) | MI6243 A / B / C | Iontas Theatre | ~ | * | | Dr D Cassells/Dr A Mahfouz/G Lavin |
| Thursday, 27th March | Managing Social Media | MI6238 | TSI 028 | ~ | | ^ | Dr B Keegan |
| Friday, 28th March | Marketing Live/Strategy Live/Int'l Business Live | MI6227/MI6221/MI609 | TSI 028 | ~ | | ^ | Dr G Moran/Dr R Wang/Prof A O'Driscoll |
| Wednesday, 2nd April | Introduction to Sustainability B | MI6243 B | TSI 126 | ~ | * | | Dr D Cassells/Dr A Mahfouz/G Lavin |
| Thursday, 3rd April | Search Marketing, Analytics & Measurement | MI6239 | TSI 240 | ~ | * | | Mr C O'Connor |
| Wednesday, 9th April | Actionable Insights through Research C | MI6273 C | TSI 210 | ~ | * | | Dr Adeniyi Olarewaju |
| Thursday, 17th April | Managing Social Media | MI6238 | TSI 028 | ~ | | ^ | Dr B Keegan |
| Friday, 25th April | Marketing Live/Strategy Live/Int'l Business Live | MI6227/MI6221/MI609 | TSI 028 | ~ | | ^ | Dr G Moran/Dr R Wang/Prof A O'Driscoll |
| Thursday, 1st May | Search Marketing, Analytics & Measurement | MI6239 | TSI 240 | ~ | * | | Mr C O'Connor |

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.

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.