

## MSc Strategic Marketing Timetable 2024 - 2025

Classes run from 9am to 6pm

100% attendance is required for all modules

SEMESTER 2				Full Time	PT Year 2	
Date	Module Name	Module Code	Venue	~	^	Lecturer
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>B</b>	MI6243 <b>B</b>	TSI 126	~		Dr D Cassells/Dr A Mahfouz/G Lavin
Thursday, 13th February	Disruptive & Emerging Digital Technologies <b>B</b>	MI6234 <b>B</b>	TSI 028	~		Prof. B Donnellan / Dr S McLoughlin
Friday, 14 February	International Sales Management	MI6226	TSI 109	~	^	D A Keshavarz
Wednesday, 19th February	Actionable Insights through Research <b>C</b>	MI6273 <b>C</b>	TSI 210	~		Dr Adeniyi Olarewaju
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>B</b>	MI6243 <b>B</b>	TSI 126	~		Dr D Cassells/Dr A Mahfouz/G Lavin
Thursday, 6th March	Disruptive & Emerging Digital Technologies <b>B</b>	MI6234 <b>B</b>	TSI 028	~		Prof. B Donnellan / Dr S McLoughlin
Friday, 7th March	International Sales Management	MI6226	TSI 109	~	^	D A Keshavarz
Wednesday, 19th March	Introduction to Sustainability <b>A/B/C</b> (all groups)	MI6243 <b>A / B / C</b>	Iontas Theatre	~		Dr D Cassells/Dr A Mahfouz/G Lavin
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>B</b>	MI6243 <b>B</b>	TSI 126	~		Dr D Cassells/Dr A Mahfouz/G Lavin
Thursday, 3rd April	Disruptive & Emerging Digital Technologies <b>B</b>	MI6234 <b>B</b>	TSI 028	~		Prof. B Donnellan / Dr S McLoughlin
Friday, 4th April	International Sales Management	MI6226	TSI 109	~	^	D A Keshavarz
Wednesday, 9th April	Actionable Insights through Research <b>C</b>	MI6273 <b>C</b>	TSI 210	~		Dr Adeniyi Olarewaju
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	Disruptive & Emerging Digital Technologies <b>B</b>	MI6234 <b>B</b>	TSI 028	~		Prof. B Donnellan / Dr S McLoughlin
Friday, 2nd May	International Sales Management	MI6226	TSI 109	~	^	D A Keshavarz

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