

MSc. Digital Marketing Provisional Timetable 2024/2025

SEMESTER 2

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:00a.m.-- 10:00a.m.	Partnership Marketing (MK5158) (Dr. Sinead Duane) ENG-G047				
10a.m.- 11:00 a.m.	Partnership Marketing (MK5158) (Dr. Sinead Duane) ENG-G047		Digital Sales Management (MK5136) (Mr. Ruairi Conroy) CA111 <i>Weeks 1, 3, 4, 7 & 12</i> [See details on venues below]		Digital Sales Management (MK5136) (Mr. Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
11:00a.m.-- 12:00p.m.			Digital Sales Management (MK5136) (Mr. Ruairi Conroy) CA111 <i>Weeks 1, 3, 4, 7 & 12</i> [See details on venues below]		Digital Sales Management (MK5136) (Mr. Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
11:00 a.m. – 12:00 p.m.		Strategic Brand Management (MK566) (Mr. Brian Campbell) [11 a.m. in Darcy Thompson Theatre- AC003]			Digital Sales Management (MK5136) (Mr. Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]

12pm--1pm		Strategic Brand Management (MK566) (Mr. Brian Campbell) 12 noon in AMB 1023 O'Tnuthail Theatre]			Digital Sales Management (MK5136) (Mr. Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
	L	U	N	C	H
1-2 p.m.				Digital Marketing Strategy (MK5130) (Dr. Tina Flaherty) (MY243, Áras Moyola) Please note that class will be held in MY127 on Thursday, the 23rd of January only.	Digital Sales Management (MK5136) (Mr. Ruairi Conroy) <i>Weeks 8, 9, 10</i> [See details on venues below]
2-3 p.m.	Marketing Analytics (MK5104) (LCI-G018 Lecture Theatre – ILAS Building) (Dr. Michał Folwarczny)			Digital Marketing Strategy (MK5130) (Dr. Tina Flaherty) (ENG-G017 Lecture Theatre 02, Engineering Building)	
3-4pm	Marketing Analytics (MK5104) (LCI-G018 Lecture Theatre – ILAS Building) (Dr. Michał Folwarczny)				

*** MK5130 (Digital Marketing Strategy):**

Please note that in week 11 and week 12, there will be debates held as part of the assessment for this module. The dates set for these debates are Thursday 27th March, Thursday 3rd April and Friday, 4th April.

The times and venues for these dates are:

Thursday 27th March- MY127 (Aras Moyola), 10a.m.---- 1p.m.

Thursday 3rd April- MY127 (Aras Moyola), 10a.m.--- 1p.m.

Friday, 4th April- MY129 (Aras Moyola), 10a.m.----1p.m.

MK5148 (Applied Marketing Project):

12th –15th May 2025 ((Marketing Event (12th - 14th) and a briefing on 15th for the Applied Project component). The individual Applied Project work will then continue to completion and submission by 30th June 2025.

MK5144 (Digital Metrics & Analytics) (Dr. Shekhar Misra):

17th January 2025 & 14th February 2025 from 9a.m.---5p.m.

17/1/ 2025 -LCI-G018 (Lifecourse Building)

14/2/ 2025 -MY129 (Aras Moyola)

MK5136 (Digital Sales Management) (Mr. Ruairi Conroy):

Week 1: Wednesday, 15th January (CA111), 10-12p.m

Week 2: No lecture

Week 3: Wednesday, 29th January (CA111), 10-12p.m

Week 4: Wednesday 5th February (CA111), 10-12p.m

Week 5: No lecture

Week 6 is reading week (there will be no lecture in week 6)

Week 7: Wednesday 26th February (CA111), 10-12p.m

Week 8: Friday, 7th March (MY129),10a.m.--2p.m.

Week 9: Friday, 14th March (MY129), 10a.m.--2p.m.

Week 10: Friday 21st March (MY129), 10a.m.--2p.m.

Week 11: No Lecture

Week 12: Wednesday 2nd April, (CA111), 10a.m.--12p.m

Dates of Term: Second Semester

Teaching begins:	Monday, 13 th January, 2025.
Teaching ends:	Friday, 4 th April 2025.
Easter Break:	Friday, 18 th April– Monday, 21 st April 2025.
Study Week:	Monday, 11 th April 2025.
Exams begin:	Tuesday, 22 nd April, 2025.
Exams end:	Friday, 9 th May 2025.
Marketing Event:	12 th -15 th May 2025

***Please note this timetable is provisional and subject to change**