

MSc CORPORATE AND MARKETING COMMUNICATIONS - YEAR 1

2019/2020 SEPTEMBER START

12.09.19

Timetables are subject to change. Please continue to check the website for updates.

Note: Classes begin in the week starting September 22, 2019

FULL-TIME STUDENTS

TERMS	Module Code	Module Title	Session Type	Block	Room	Day	Time	Duration (Hrs)
ALL YEAR	MKT4060	Strategic Brand Management	Lecture	19	025	Sunday	6:30 PM	03:00
ALL YEAR	MKT4066	Research Methods and Dissertation	Lecture	19/16	116/Lab103	Monday	6:30 PM	03:00
ALL YEAR	MKT4139	Communication, Persuasion and Media Strategy	Lecture	17	012	Wednesday	6:30 PM	03:00
CHOOSE TWO OPTIONAL MODULES FROM THE FOLLOWING FOR TERM 1:								
TERM 1	MKT4141	Public Relations and Crisis Communication	Lecture	17	013	Tuesday	6:30 PM	03:00
TERM 1	MKT4133	Consumer Psychology	Lecture	17	011	Thursday	6:30 PM	03:00
TERM 1	MKT4144	Creative Strategy in Advertising	Lecture	17	304-B	Thursday	6:30 PM	03:00
CHOOSE TWO OPTIONAL MODULES FROM THE FOLLOWING FOR TERM 2:								
TERM 2	MKT4067	Brand Analytics: Methods and Strategies	Lecture	17/16	013/Lab103	Tuesday	6:30 PM	03:00
TERM 2	MKT4146	Cross-Cultural Communication and Global Brands	Lecture	4	016	Tuesday	6:30 PM	03:00
TERM 2	MKT4138	Experiential Marketing and Events	Lecture	17	212-B	Thursday	6:30 PM	03:00

PART-TIME STUDENTS - YEAR 1

TERMS	Module Code	Module Title	Session Type	Block	Room	Day	Time	Duration (Hrs)
ALL YEAR	MKT4060	Strategic Brand Management	Lecture	19	025	Sunday	6:30 PM	03:00
ALL YEAR	MKT4139	Communication, Persuasion and Media Strategy	Lecture	17	012	Wednesday	6:30 PM	03:00

TERMS

ALL YEAR	Sept - Apr
TERM 1	Sept - Dec
TERM 2	Jan - Apr
TERM 3	May - Aug

MSc CORPORATE AND MARKETING COMMUNICATIONS - YEAR 2

2019/2020 SEPTEMBER START

12.09.19

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Note: Classes begin in the week starting September 23, 2018

PART-TIME STUDENTS - YEAR 2 (SEPTEMBER 2018 COHORT)								
TERMS	Module Code	Module Title	Session Type	Block	Room	Day	Time	Duration (Hrs)
ALL YEAR	MKT4066	Research Methods and Dissertation	Lecture	19/16	116/Lab103	Monday	6:30 PM	03:00
CHOOSE TWO OPTIONAL MODULES FROM THE FOLLOWING FOR TERM 1:								
TERM 1	MKT4141	Public Relations and Crisis Communication	Lecture	17	013	Tuesday	6:30 PM	03:00
TERM 1	MKT4133	Consumer Psychology	Lecture	17	011	Thursday	6:30 PM	03:00
TERM 1	MKT4144	Creative Strategy in Advertising	Lecture	17	304-B	Thursday	6:30 PM	03:00
CHOOSE TWO OPTIONAL MODULES FROM THE FOLLOWING FOR TERM 2:								
TERM 2	MKT4067	Brand Analytics: Methods and Strategies	Lecture	17/16	013/Lab103	Tuesday	6:30 PM	03:00
TERM 2	MKT4146	Cross-Cultural Communication and Global Brands	Lecture	4	016	Tuesday	6:30 PM	03:00
TERM 2	MKT4138	Experiential Marketing and Events	Lecture	17	212-B	Thursday	6:30 PM	03:00
TERMS								
ALL YEAR	Sept - Apr							
TERM 1	Sept - Dec							
TERM 2	Jan - Apr							
TERM 3	May - Aug							