

MSc STRATEGIC MARKETING

2018/2019 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 | MKT4131 | Marketing Strategy, Leadership and Planning | Lecture | 4 | G10-B | Wednesday | 6:30 PM | 03:00 |
| CHOOSE TWO OPTIONAL MODULES FROM THE FOLLOWING FOR TERM 1: | | | | | | | | |
| TERM 1 | MKT4065 | Digital Marketing | Lecture | 4 | G10-B | Tuesday | 6:30 PM | 03:00 |
| TERM 1 | MKT4062 | Innovation driven Marketing | Lecture | 17 | S9-A | Thursday | 6:30 PM | 03:00 |
| TERM 1 | MKT4133 | Consumer Psychology | Lecture | 17 | 011 | Thursday | 6:30 PM | 03:00 |
| TERM 2 COMPULSORY MODULES | | | | | | | | |
| TERM 2 | MKT4067 | Brand Analytics: Methods and Strategies | Lecture | 17/16 | 013/Lab103 | 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 | MKT4131 | Marketing Strategy, Leadership and Planning | Lecture | 4 | G10-B | Wednesday | 6:30 PM | 03:00 |

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

MSc STRATEGIC MARKETING PART TIME YR 2

2018/2019 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

PART-TIME STUDENTS - YEAR 2 (SEPTEMBER 2018)

| 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 | MKT4065 | Digital Marketing | Lecture | 4 | G10-B | Tuesday | 6:30 PM | 03:00 |
| TERM 1 | MKT4062 | Innovation driven Marketing | Lecture | 17 | S9-A | Thursday | 6:30 PM | 03:00 |
| TERM 1 | MKT4133 | Consumer Psychology | Lecture | 17 | 011 | Thursday | 6:30 PM | 03:00 |
| TERM 2 COMPULSORY MODULES | | | | | | | | |
| TERM 2 | MKT4067 | Brand Analytics: Methods and Strategies | Lecture | 17/16 | 013/Lab103 | 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 2 (JANUARY 2019)

| 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 |
| ALL YEAR | MKT4131 | Marketing Strategy, Leadership and Planning | Lecture | 4 | G10-B | Wednesday | 6:30 PM | 03:00 |
| TERM 1 | MKT4065 | Digital Marketing | Lecture | 4 | G10-B | Tuesday | 6:30 PM | 03:00 |
| TERM 1 | MKT4062 | Innovation driven Marketing | Lecture | 17 | S9-A | Thursday | 6:30 PM | 03:00 |