

MSc Corporate and Marketing Communications

2020-2021 JANUARY START - PART TIME YR 1

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

All taught sessions commence in the week starting January 17, 2021 - July 08, 2021

| Term | Period | |
|--------|-----------|--------------------|
| Year | Jan - Jul | 17 Jan - 08 July |
| Term 1 | Jan - Apr | 17 Jan - 15 April |
| Term 2 | Apr - Jul | 18 April - 08 July |

V3 : 08.06. 2021

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Please visit the Welcoming Students page on the University website for information on our measures for teaching and learning during the COVID-19 pandemic.

<https://mdx.ac.ae/welcoming-students-to-campus>

For more information on key facilities in the University and support available for students, please refer to the Campus Guide on the University website.

<https://www.mdx.ac.ae/life-at-university/current-students/campus-guide>

| Module Code | Module Name | Module Type | Session | Session Type | Part of Term | Block | Floor | Room | Weekday | Start | End | Faculty |
|-------------|--|-------------|---------|--------------|--------------|-------|--------|------|-----------|-------|-------|--------------------------|
| MKT4133 | Consumer Psychology | Optional | Lecture | Face to Face | Term 2 | 19 | Ground | 22 | Tuesday | 18:30 | 21:30 | Vijay Pujari |
| MKT4067 | Brand Analytics: Methods and Strategies | Optional | Lab | Face to Face | Term 1 | 19 | First | 114 | Tuesday | 18:30 | 21:30 | Sreejith Balasubramanian |
| MKT4138 | Experiential Marketing and Events | Optional | Lecture | Face to Face | Term 1 | 19 | Ground | 24 | Thursday | 18:30 | 21:30 | Aditya Gokhale |
| MKT4146 | Cross-Cultural Communication and Global Brands | Optional | Lecture | Face to Face | Term 1 | 4 | Ground | G10A | Tuesday | 18:30 | 21:30 | Andrew Mackenzie |
| MKT4060 | Strategic Brand Management | Compulsory | Lecture | Face to Face | Year | 19 | Ground | 25 | Wednesday | 18:30 | 21:30 | Matthew Stuart Brown |

Note : Choose one optional module from Term 1