

## MSc Strategic Marketing

### 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
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