

## 2021-2022 SEPTEMBER START - Undergraduate Business

Timetables are subject to change. Please continue to check the website for updates:  
[www.mdx.ac.uk/life-at-university/current-students/timetables](http://www.mdx.ac.uk/life-at-university/current-students/timetables)

**Campus Programme Coordinator: Rory McConnon**

V2: 6 Jan 2022

Term	Period
Year	Sep 19 to Apr 15
Term 1	Sep 19 to Dec 16
Term 2	Jan 17 to Apr 15

### BA Marketing Year 3

Module Code	Module Title	Module Type	Part of Term	Session Type	Room	Day	Start Time	Duration (Hrs)
MKT3110	Marketing Strategy and Planning	Compulsory	Year	Online Lecture	Online	Wednesday	11:30	01:30
MKT3110	Marketing Strategy and Planning	Compulsory	Year	Seminar	KP-04-G-08	Thursday	14:30	01:00
MKT3011	Global and Cross Cultural Marketing	Compulsory	Term 2	Online Lecture	Online	Wednesday	10:00	01:30
MKT3011	Global and Cross Cultural Marketing	Compulsory	Term 2	Seminar	KP-04-G-07	Friday	09:00	01:00
MKT3012	Social Media and Viral Marketing	Optional	Term 1	Online Lecture	-	-	-	-
MKT3012	Social Media and Viral Marketing	Optional	Term 1	Seminar	-	-	-	-
MKT3013	Public Relations and Corporate Reputation	Optional	Term 1	Online Lecture	-	-	-	-
MKT3013	Public Relations and Corporate Reputation	Optional	Term 1	Seminar	-	-	-	-
MKT3014	Services Marketing Management	Optional	Term 1	Online Lecture	-	-	-	-
MKT3014	Services Marketing Management	Optional	Term 1	Seminar	-	-	-	-
MKT3016	Fashion Marketing	Optional	Term 2	Online Lecture	Online	Monday	10:00	01:30
MKT3016	Fashion Marketing	Optional	Term 2	Seminar	KP-04-G-07	Monday	14:00	01:30
MKT3017	Digital Campaign Planning and Analytics	Optional	Term 2	Online Lecture	Online	Friday	14:00	01:30
MKT3017	Digital Campaign Planning and Analytics	Optional	Term 2	Seminar	KP-17-G-03	Friday	15:30	01:00