

## MSc Digital Marketing

### 2021-2022 SEPTEMBER START - FULL TIME

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

Classes commence in the week starting September 26, 2021

Term	Period
Year	Sep 26 to Apr 15
Term 1	Sep 26 to Dec 16
Term 2	Jan 17 to Apr 15

V2: 10 Jan 22

Note: Concurrent online sessions are timetabled for students who have been approved to study online

Module Code	Module Name	Module Type	Session	Session Type	Part of Term	Room	Weekday	Start Time	Duration
MKT4066	Research Methods and Dissertation	Compulsory	Lecture	Concurrent Online	Year	Online	Tuesday	18:30	3:00
MKT4131	Marketing Strategy, Leadership and Planning	Compulsory	Lecture	Concurrent Online	Year	Online	Thursday	18:30	3:00
MKT4131	Marketing Strategy, Leadership and Planning	Compulsory	Lecture	Face-to-face	Year	KP-19-G-05	Thursday	18:30	3:00
MKT4148	E-Marketing and Social Media Management	Compulsory	Lecture	Concurrent Online	Year	Online	Monday	18:30	3:00
MKT4148	E-Marketing and Social Media Management	Compulsory	Lecture	Face-to-face	Year	KP-17-G-02	Monday	18:30	3:00
MKT4006	Digital advertising	Compulsory	Lecture	Concurrent Online	Term 1	-	-	-	-
MKT4006	Digital advertising	Compulsory	Lecture	Face-to-face	Term 1	-	-	-	-
MKT4062	Innovation-Driven Marketing	Optional	Lecture	Concurrent Online	Term 1	-	-	-	-
MKT4062	Innovation-Driven Marketing	Optional	Lecture	Face-to-face	Term 1	-	-	-	-
MKT4133	Consumer Psychology	Optional	Lecture	Concurrent Online	Term 1	-	-	-	-
MKT4133	Consumer Psychology	Optional	Lecture	Face-to-face	Term 1	-	-	-	-
MKT4018	Entrepreneurship in the Digital Sector	Optional	Lecture	Concurrent Online	Term 2	Online	Wednesday	18:30	3:00
MKT4018	Entrepreneurship in the Digital Sector	Optional	Lecture	Face-to-face	Term 2	KP-17-G-02	Wednesday	18:30	3:00
MKT4101	Internship in the Digital Sector	Optional	Lecture	Online	Term 2	Online	Saturday	11:00	3:00
MKT4149	Digital and Social Media Analytics	Compulsory	Lecture	Concurrent Online	Term 2	Online	Friday	18:30	3:00
MKT4149	Digital and Social Media Analytics	Compulsory	Lecture	Face-to-face	Term 2	KP-17-3-05	Friday	18:30	3:00