

2020-2021 SEPTEMBER START - Undergraduate Business Programmes

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

Campus Programme Coordinator: Rory McConnon

Term	Period	Ver	15 (28 Mar 21)
Year	Sep 20 to Apr 15	ID	
Term 1	Sep 20 to Dec 17		
Term 2	Jan 17 to Apr 15		

Please visit the [Welcoming Students](http://www.mdx.ac.uk/welcoming-students-to-campus) page on the University website for information on our measures for teaching and learning during the COVID-19 pandemic.

www.mdx.ac.uk/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.

www.mdx.ac.uk/life-at-university/current-students/campus-guide

HOW TO READ THE TIMETABLE:

1. Find the Module Code to look up the schedule for your classes. After enrolment, you will find the list of your modules on myUniHub.
2. Normally, you will attend only ONE session of each lecture/ seminar/ lab/ workshop for each Module.

3. If there is more than one lecture/ seminar/ lab/ workshop for a module in the schedule below, you will be assigned to a specific session. This will be based on your 'mode of study' preference (i.e. online or blended) and the social distancing capacities for various facilities. For blended learning sessions on campus, you must **attend only those sessions you are assigned to**. If you will have an option to sign up for lecture/ seminar/ lab/ workshop sessions, you will receive specific information from your lecturers.

4. All undergraduate lecture sessions will be online. During Week 1 (starting 27 September 2020) only lectures and workshops are scheduled. Seminars and computer labs sessions will commence from Week 2 (starting 04 October 2020).

Programme	BA Marketing
Year of Study	2

Module Code	Module Name	Part of Term	Type	Session Type	Mode	Block	Floor	Room	Weekday	Start Time	End Time	Faculty
MKT2001	Marketing Research and Insights	Year	Compulsory	Lecture	Online	0	0	0	Tuesday	08:30	10:30 AM	Ajit Karnik(A.Karnik@mdx.ac.uk)
				Seminar	Face to face	17	Ground	009	Wednesday	11:00 AM	12:30 PM	Ajit Karnik(A.Karnik@mdx.ac.uk)
				Seminar	Online	0	0	0	Sunday	08:30	10:00 AM	Ajit Karnik(A.Karnik@mdx.ac.uk)
MKT2002	Digital Marketing	Year	Compulsory	Lab	Face to face	17	Ground	009	Wednesday	12:30 PM	2:00 PM	Matthew Stuart Brown(M.Brown@mdx.ac.uk)
				Lab	Face to face	19	First	115	Wednesday	2:30 PM	4:00 PM	Matthew Stuart Brown(M.Brown@mdx.ac.uk)
				Lab	Online	0	0	0	Monday	4:00 PM	5:30 PM	Matthew Stuart Brown(M.Brown@mdx.ac.uk)
				Lab	Online	0	0	0	Wednesday	4:00 PM	5:30 PM	Matthew Stuart Brown(M.Brown@mdx.ac.uk)
				Lecture	Online	0	0	0	Monday	2:30 PM	3:30 PM	Matthew Stuart Brown(M.Brown@mdx.ac.uk)
MKT2003	Brand Management	Term 1	Compulsory	Workshop	Face to face	19	Ground	022	Sunday	11:30 AM	2:00 PM	Andrew Brendon Stuart Mackenzie(A.Mackenzie@mdx.ac.uk)
				Workshop	Online	0	0	0	Sunday	11:30 AM	2:00 PM	Andrew Brendon Stuart Mackenzie(A.Mackenzie@mdx.ac.uk)
MKT2004	Content Marketing and Media Editing	Term 2	Compulsory	Lab	Face to face	16	First	109	Sunday	2:30 PM	4:00 PM	Kanaka Raghavan(K.Raghavan@mdx.ac.uk)
				Lab	Online	0	0	0	Sunday	2:30 PM	4:00 PM	Kanaka Raghavan(K.Raghavan@mdx.ac.uk)
				Lecture	Online	0	0	0	Tuesday	1:30 PM	2:30 PM	Kanaka Raghavan(K.Raghavan@mdx.ac.uk)
				Seminar	Face to face	19	Ground	025	Sunday	2:30 PM	4:00 PM	Kanaka Raghavan(K.Raghavan@mdx.ac.uk)
				Seminar	Online	0	0	0	Sunday	2:30 PM	4:00 PM	Kanaka Raghavan(K.Raghavan@mdx.ac.uk)
MKT2006	Customer Engagement Marketing	Term 2	Optional	Workshop	Face to face	17	Third	305A	Thursday	9:00 AM	11:30 AM	Rebecca Rich(R.rich@mdx.ac.uk)
				Workshop	Online	0	0	0	Thursday	9:00 AM	11:30 AM	Rebecca Rich(R.rich@mdx.ac.uk)
MKT2007	Entrepreneurial Marketing	Term 2	Optional	Workshop	Face to face	19	Ground	022	Sunday	11:30 AM	2:00 PM	Andrew Brendon Stuart Mackenzie(A.Mackenzie@mdx.ac.uk)
				Workshop	Online	0	0	0	Sunday	11:30 AM	2:00 PM	Andrew Brendon Stuart Mackenzie(A.Mackenzie@mdx.ac.uk)
MKT2008	Advertising and Sales Promotion	Term 1	Optional	Workshop	Face to face	19	Ground	022	Wednesday	08:30	11:00 AM	Maya Moussly(M.Moussly@mdx.ac.uk)
				Workshop	Online	0	0	0	Wednesday	08:30	11:00 AM	Maya Moussly(M.Moussly@mdx.ac.uk)