

MSc Digital Marketing

2020-2021 SEPTEMBER START - FULL TIME

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

All taught sessions commence in the week starting September 20, 2020

Term	Period		V06 (18 Jan 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 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
MKT4006	Digital advertising	Compulsory	Lab	Face to Face	Term 1	19	First	114	Tuesday	18:30	21:30	Alessandro Brunori
MKT4006	Digital advertising	Compulsory	Lab	Online	Term 1	Online	Online	Online	Tuesday	18:30	21:30	Alessandro Brunori
MKT4062	Innovation-Driven Marketing	Optional	Lecture	Face to Face	Term 1	4	Ground	G10A	Thursday	18:30	21:30	Andrew Mackenzie
MKT4062	Innovation-Driven Marketing	Optional	Lecture	Online	Term 1	Online	Online	Online	Thursday	18:30	21:30	Andrew Mackenzie
MKT4133	Consumer Psychology	Optional	Lecture	Face to Face	Term 1	17	Ground	12	Thursday	18:30	21:30	Vijay Pujari
MKT4133	Consumer Psychology	Optional	Lecture	Online	Term 1	Online	Online	Online	Thursday	18:30	21:30	Vijay Pujari
MKT4018	Entrepreneurship in the Digital Sector	Optional	Lecture	Face to Face	Term 2	19	First	24	Tuesday	18:30	21:30	Michael Kloep
MKT4018	Entrepreneurship in the Digital Sector	Optional	Lecture	Online	Term 2	Online	Online	Online	Tuesday	18:30	21:30	Michael Kloep
MKT4101	Internship in the Digital Sector	Optional	Seminar	Face to Face	Term 2	Online	Online	Online	Saturday	11:00	13:00	Evangelos Moustakas
MKT4101	Internship in the Digital Sector	Optional	Seminar	Online	Term 2	Online	Online	Online	Saturday	11:00	13:00	Evangelos Moustakas
MKT4149	Digital and Social Media Analytics	Compulsory	Lab	Face to Face	Term 2	16	First	105	Thursday	18:30	21:30	Evangelos Moustakas
MKT4149	Digital and Social Media Analytics	Compulsory	Lab	Online	Term 2	Online	Online	Online	Thursday	18:30	21:30	Evangelos Moustakas
MKT4066	Research Methods and Dissertation	Compulsory	Lecture	Online	Year	Online	Online	Online	Monday	18:30	21:30	Cody Paris
MKT4131	Marketing Strategy, Leadership and Planning	Compulsory	Lecture	Face to Face	Year	19	Ground	21	Wednesday	18:30	21:30	Andrew Mackenzie
MKT4131	Marketing Strategy, Leadership and Planning	Compulsory	Lecture	Online	Year	Online	Online	Online	Wednesday	18:30	21:30	Andrew Mackenzie
MKT4148	E-Marketing and Social Media Management	Compulsory	Lecture	Face to Face	Year	17	Ground	8	Sunday	18:30	19:30	Evangelos Moustakas
MKT4148	E-Marketing and Social Media Management	Compulsory	Lecture	Online	Year	Online	Online	Online	Sunday	18:30	21:30	Evangelos Moustakas
MKT4148	E-Marketing and Social Media Management	Compulsory	Lab	Face to Face	Year	19	First	112	Sunday	19:30	21:30	Evangelos Moustakas
MKT4148	E-Marketing and Social Media Management	Compulsory	Lab	Online	Year	Online	Online	Online	Sunday	18:30	21:30	Evangelos Moustakas