

# MSc DIGITAL MARKETING - YEAR 1

## 2019/2020 SEPTEMBER START

06.02.2020

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

Note: Classes begin in the week starting September 22, 2019

### FULL-TIME STUDENTS

TERMS	Module Code	Module Title	Session Type	Block	Room	Day	Time	Duration (Hrs)
ALL YEAR	MKT4148	E-Marketing and Social Media Management	Lecture	17/16	S9-A/Lab 111	Sunday	6:30 PM	03:00
ALL YEAR	MKT4066	Research Methods and Dissertation	Lecture	19/16	116/Lab103	Monday	6:30 PM	03:00
ALL YEAR	MKT4131	Marketing Strategy, Leadership and Planning	Lecture	4	G10-B	Wednesday	6:30 PM	03:00
TERM 1	MKT4006	Digital Advertising	Lecture	17/16	S9-A/Lab103	Tuesday	6:30 PM	03:00
TERM 2	MKT4149	Digital and Social Media Analytics	Lecture	17/16	011/Lab109	Thursday	6:30 PM	03:00
<b>CHOOSE TWO OPTIONAL MODULES: ONE FROM TERM 1 AND ONE FROM TERM 2 :</b>								
TERM 1	MKT4133	Consumer Psychology	Lecture	17	011	Thursday	6:30 PM	03:00
TERM 1	MKT4062	Innovation driven Marketing	Lecture	17	S9-A	Thursday	6:30 PM	03:00
TERM 2	MKT4018	Entrepreneurship in the Digital Sector	Lecture	4	G10-B	Tuesday	6:30 PM	03:00
TERM 2	MKT4101	Internship in the Digital Sector	Lecture	17	212-C	Tuesday	6:30 PM	03:00

### PART-TIME STUDENTS - YEAR 1

TERMS	Module Code	Module Title	Session Type	Block	Room	Day	Time	Duration (Hrs)
ALL YEAR	MKT4148	E-Marketing and Social Media Management	Lecture	17/16	S9-A/Lab 111	Sunday	6:30 PM	03:00
ALL YEAR	MKT4131	Marketing Strategy, Leadership and Planning	Lecture	4	G10-B	Wednesday	6:30 PM	03:00

### TERMS

ALL YEAR	Sept - Apr
TERM 1	Sept - Dec
TERM 2	Jan - Apr
TERM 3	May - Aug

# MSc DIGITAL MARKETING - YEAR 2

## 2019/2020 SEPTEMBER START

06.02.2020

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

Note: Classes begin in the week starting September 22, 2019

### PART-TIME STUDENTS - YEAR 2

TERMS	Module Code	Module Title	Session Type	Block	Room	Day	Time	Duration (Hrs)
ALL YEAR	MKT4066	Research Methods and Dissertation	Lecture	19/16	116/Lab103	Monday	6:30 PM	03:00
TERM 1	MKT4006	Digital Advertising	Lecture	17/16	S9-A/Lab103	Tuesday	6:30 PM	03:00
TERM 2	MKT4149	Digital and Social Media Analytics	Lecture	17/16	011/Lab109	Thursday	6:30 PM	03:00
<b>CHOOSE TWO OPTIONAL MODULES: ONE FROM TERM 1 AND ONE FROM TERM 2 :</b>								
TERM 1	MKT4133	Consumer Psychology	Lecture	17	011	Thursday	6:30 PM	03:00
TERM 1	MKT4062	Innovation driven Marketing	Lecture	17	S9-A	Thursday	6:30 PM	03:00
TERM 2	MKT4018	Entrepreneurship in the Digital Sector	Lecture	4	G10-B	Tuesday	6:30 PM	03:00
TERM 2	MKT4101	Internship in the Digital Sector	Lecture	17	212-C	Tuesday	6:30 PM	03:00

### TERMS

ALL YEAR	Sept - Apr
TERM 1	Sept - Dec
TERM 2	Jan - Apr
TERM 3	May - Aug