

MSc International Tourism Management

2020-2021 SEPTEMBER START - PART TIME YEAR 2

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

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

V2 : 18 Jan 21
ID

Term	Period
Year	Sep 20 to Apr 15
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
MKT4065	Digital Marketing	Compulsory	Lecture	Face to Face	Term 1	19	Ground	22	Tuesday	18:30	21:30	Namrata Balwani
MKT4065	Digital Marketing	Compulsory	Lecture	Online	Term 1	Online	Online	Online	Tuesday	18:30	21:30	Namrata Balwani
TOU4232	Events Management	Compulsory	Lecture	Face to Face	Term 1	17	Third	304B	Wednesday	18:30	21:30	Heather Jeffrey
TOU4232	Events Management	Compulsory	Lecture	Online	Term 1	Online	Online	Online	Wednesday	18:30	21:30	Heather Jeffrey
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
MKT4067	Brand Analytics: Methods and Strategies	Optional	Lab	Face to Face	Term 2	19	First	114	Tuesday	18:30	21:30	Sreejith Balasubramanian
MKT4067	Brand Analytics: Methods and Strategies	Optional	Lab	Online	Term 2	Online	Online	Online	Tuesday	18:30	21:30	Sreejith Balasubramanian
MKT4146	Cross-Cultural Communication and Global Brands	Optional	Lecture	Face to Face	Term 2	4	Ground	G10A	Tuesday	18:30	21:30	Andrew Mackenzie
MKT4146	Cross-Cultural Communication and Global Brands	Optional	Lecture	Online	Term 2	Online	Online	Online	Tuesday	18:30	21:30	Andrew Mackenzie
TOU4224	Destination Management	Compulsory	Lecture	Face to Face	Term 2	4	Ground	15	Wednesday	18:30	21:30	Heather Jeffrey
TOU4224	Destination Management	Compulsory	Lecture	Online	Term 2	Online	Online	Online	Wednesday	18:30	21:30	Heather Jeffrey
MKT4066	Research Methods and Dissertation	Compulsory	Lecture	Online	Year	Online	Online	Online	Monday	18:30	21:30	Cody Paris