

MSc Strategic 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
Year	Sep 20 to Apr 15
Term 1	Sep 20 to Dec 17
Term 2	Jan 17 to Apr 15

V04 (27Oct 2020)
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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
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
MKT4065	Digital Marketing	Optional	Lecture	Face to Face	Term 1	19	Ground	22	Tuesday	18:30	21:30	Namrata Balwani
MKT4065	Digital Marketing	Optional	Lecture	Online	Term 1	Online	Online	Online	Tuesday	18:30	21:30	Namrata Balwani
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
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
MKT4138	Experiential Marketing and Events	Optional	Lecture	Face to Face	Term 2	19	Ground	24	Thursday	18:30	21:30	Aditya Gokhale
MKT4138	Experiential Marketing and Events	Optional	Lecture	Online	Term 2	Online	Online	Online	Thursday	18:30	21:30	Aditya Gokhale
MKT4060	Strategic Brand Management	Compulsory	Lecture	Face to Face	Year	19	Ground	22	Sunday	18:30	21:30	Matthew Stuart Brown
MKT4060	Strategic Brand Management	Compulsory	Lecture	Online	Year	Online	Online	Online	Sunday	18:30	21:30	Matthew Stuart Brown
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
MKT4066	Research Methods and Dissertation	Compulsory	Lecture	Face to Face	Year	17	Ground	12	Monday	18:30	21:30	Cody Paris
MKT4066	Research Methods and Dissertation	Compulsory	Lecture	Online	Year	Online	Online	Online	Monday	18:30	21:30	Cody Paris