

MSc. Marketing Management Timetable 2023/2024

SEMESTER 2

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.00 – 11.00 a.m.	Social Marketing & Sustainability (MK5118) [ENG G047] (Christine Domegan)		10.00 – 12.00 noon Digital Sales Management (MK5136) [CA111] (Ruairi Conroy)	Cases in Marketing Management & Strategy (MK5140) [MY337] (Declan Fleming)	
11.00 a.m. – 1.00 p.m.	Marketing Analytics (MK5104) (LCI-G018 Lecture Theatre – ILAS Building) (Michał Folwarczny)	Strategic Brand Management (MK566) [11 a.m. in Darcy Thompson; 12 noon in AMB 1023 O’Tnuthail Theatre] (Patricia McHugh) (All)		12-2 p.m. Cases in Marketing Management & Strategy (MK5140) [CA002] (Declan Fleming)	
1-3 p.m.					

Block Teaching:

MK5116: Negotiations

12th Jan MY127 (Aras Moyola) 11am-6pm	19th Jan MY127 (Aras Moyola) 11am-6pm	26th Jan MY129 (Aras Moyola) 11am-6pm	2nd Feb MY 243 (Aras Moyola) 9-11
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MK5136 - Digital Sales Management

MK5136 classes will be held on the following Wednesday’s from 10am to 12pm - Jan 10, Jan 17, Jan 31, Feb 7, Feb 21, Feb 28, March 27. There will be an all-day class for MK5136 on Friday, March 8th, Venue TBC.

Dates of Term:

Teaching begins:	Monday, 8th January, 2024.
Teaching ends:	Friday, 29th March 2024.
Easter Break:	Friday, 29th March – Monday, 1st April 2024.
Field Trips:	Tuesday, 2nd April 2024.
Study Week:	Monday, 8th April 2024.
Exams begin:	Monday, 15th April, 2024.
Exams end:	Wednesday, 1st May 2024.
Marketing Event:	May, 2024 (to be confirmed)

