

MSc. Digital Marketing Programmes Timetable 2023/2024
SEMESTER 1

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.00 – 11.00 a.m.	Consumption & Society (MK5146) (Sheila Malone) Weeks 6, 7, 9, 10, 11, 12 [MY129, except 16th October where this will be held in ENG-G047]	Research Methods (MK563) Concourse] (Sinead Duane) [AC201 Concourse]	Services Marketing (MK5117) (Sinead Duane) [ENG-G017 LT 2]		
11.00 a.m. – 1.00 p.m.		Social Media Marketing Theory (MK5139) (Ann Torres) [AC201 Concourse]		12-2 p.m. Inbound Marketing & Content Creation (MK5143) (Patricia McHugh) [AC002, Anderson Theatre]	
1.00 – 3.00 p.m.	Consumption & Society (MK5146) (Sheila Malone) [CA111, Cairnes] Weeks 6, 7, 9, 10, 11, 12				
5.00 – 7.00 p.m.			Marketing Performance & Productivity (MK5133) (Michal Folwarczny) (MY127-Lecture Theatre 3 Aras Moyola)		

Dates of Term

First Semester:

Teaching begins: Monday, 4th September, 2023.
Teaching ends: Friday, 24th November, 2023.
Study week: Monday, 27th November, 2023.
Examinations begin: Monday, 4th December, 2023.
Examinations end: Friday, 15th December, 2023.
Christmas holidays: Saturday, 16th December, 2023.

Second Semester:

Teaching begins: Monday, 8th January, 2024.
Teaching ends: Thursday, 28th 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.
Summer School: Monday, 6th – Friday, 10th May, 2024 (to be confirmed)