

## MSc. Marketing (Technology & Innovation) Timetable 2017/2018

### SEMESTER 1

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.00 – 11.00 a.m.	Digital Marketing (MK5101) [CA116a] (Ann Torres)	Research Methods (MK563) [CA004] <b>TBA</b> (Sinead Duane)	Services Marketing (MK5117) [ENG-G017 LT 2] (Elaine Wallace)		
11.00 a.m. – 1.00 p.m.		Marketing Innovation & Commercialisation (MK5115) [CA001] <b>TBA</b> (Natasha Evers)	Digital Marketing Workshops (MK5101) [ENG 3035, Lecture Room 5*] (Ann Torres)		
	L	U	N	C	H
3.00 – 5.00 p.m.					

All lectures are based in the Cairnes Building except where indicated. ENG = Engineering.

\*Except 20<sup>th</sup> & 27<sup>th</sup> September where Digital Marketing Workshop will take place in AMB G066  
Training Room 2, Arts Millennium Building.

#### Modules Delivered Online/Blended Learning:

MK5109 Marketing Performance & Productivity (MacDara Hosty) (10 ects)

MG620 Innovation & Technology Transfer – S. 1 Blended Learning

MK620 Marketing Technology Products – S. 1 Blended Learning

Workshops for MG620 & MK620 from 9.00 – 11.15 a.m. & 2.45 – 5.00 p.m. on:

26/8/2017 (NUIG); 7/10/2017 (UCC); 17/11/2015 (all day) + 18/11/2015 (UL) TBC

Dissertation must be in predefined area(s)

## **MSc. Marketing (Technology & Innovation) Timetable 2017/2018**

### SEMESTER 2

<b>TIME</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>
9.00 – 11.00 a.m.	Social Marketing & Sustainability (MK5118) [CA117] (Christine Domegan)			Cases in Marketing Management & Strategy (MK5113) [ENG 2035] (Declan Fleming)	
11.00 a.m. – 1.00 p.m.		Brand Management (MK5110) [CA001] <b>TBA</b> (Elaine Wallace)			
	L	U	N	C	H
2.00 – 4.00 p.m.					
4.00 – 5.00 p.m.					

All lectures are based in the Cairnes Building except where indicated. ENG = Engineering

Modules Delivered Online:

(MK5104) Marketing Analytics (AnneMarie Scarisrick)

Module Delivered via Blended Learning:

MG670 Technology Innovation and Entrepreneurship – S. 2 Blended Learning  
Workshops: 13/1/2018 (NUIG); 3/3/2018 (UCC); 14/4/2018 (UL); 9.00 – 11.15 a.m. TBC

### **Dates of Term**

#### **First Semester:**

Teaching begins: Monday, 4<sup>th</sup> September, 2017.  
Teaching ends: Saturday 25<sup>th</sup> November, 2017.  
Study week: Monday, 27<sup>th</sup> November, 2017.  
Examinations begin: Monday, 4<sup>th</sup> December, 2017.  
Christmas holidays: Saturday, 16<sup>th</sup> December, 2017.

### **Dates of Term**

#### **Second Semester:**

Teaching begins: Monday, 15<sup>th</sup> January, 2018.  
Teaching ends for Easter: Saturday, 24<sup>th</sup> March, 2018.  
Teaching resumes: Monday, 9<sup>th</sup> April, 2018.  
Teaching ends: Saturday, 21<sup>st</sup> April, 2018.  
Study Week: Monday, 23<sup>rd</sup> – Saturday, 28<sup>th</sup> April, 2018.  
Exams begin: Monday, 30<sup>th</sup> April, 2018.  
Exams end: Thursday, 17<sup>th</sup> May, 2018.