

## **MSc. International Marketing & Exporting Timetable 2017/2018**

### **SEMESTER 1**

<b>TIME</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>
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.

#### Module Delivered Online:

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

Dissertation must be in predefined area(s) within International Marketing. (25 ects)

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### SEMESTER 2

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.00 – 11.00 a.m.	Social Marketing & Sustainability (MK5118) [CA117] (Christine Domegan)		Global Business To Business (B2B) Marketing (MK5120) [CA004] TBA (Natasha Evers)	Cases in Marketing Management & Strategy (MK5113) [ENG 2035] (Declan Fleming)	
11.00 a.m. – 1.00 p.m.		Brand Management (MK5110) [CA001] TBA (Elaine Wallace)		International Marketing & Exporting (MK5114) [CA116a] (Natasha Evers)	
	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)

MK5116 Negotiations (Ann Torres) will be taught in multiple blocks amounting to 24 contact hours – to be arranged.

Dissertation must be in predefined area(s) within International Marketing. (25 ects)

### **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.