

MSc. Marketing (Professional Selling & Sales Management) 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] TBA (Sinead Duane)	Services Marketing (MK5117) [ENG-G017 LT 2] (Elaine Wallace)		
11.00 a.m. – 1.00 p.m.		Marketing Innovation & Commercialisation (MK5115) [CA001] TBA (Natasha Evers)	Digital Marketing Workshops (MK5101) [ENG 3035, Lecture Room 5*] (Ann Torres)	Selling & Sales Management (MK568) [CA004] (Declan Fleming)	
	L	U	N	C	H
3.00 – 5.00 p.m.					

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

Modules Delivered Online:

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

MK5122 Inbound Marketing Strategy (Siobhan McGinty)

Dissertation must be in predefined area(s) within Selling & Sales Management. (25 ects)

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SEMESTER 2

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.00 – 11.00 a.m.			Global Business To Business (B2B) Marketing (MK5117) [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)		Inside Sales Growth (MK5121) TBA (Declan Fleming)	
	L	U	N	C	H
2.00 – 4.00 p.m.					
4.00 – 5.00 p.m.					

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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 Selling & Sales Management. (25 ects)

Dates of Term

First Semester:

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

Dates of Term

Second Semester:

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