

MSc in Digital Marketing and Analytics (Sept 2022 Intake) PART TIME Timetable 2022-2023

This programme is blended. This means you may have some face-to-face, on campus classroom delivery* live online and on demand content. The face-to-face, on campus classroom delivery will be shown on your timetable. In addition, some classes are delivered as on demand content which means you may have videos and learning materials to engage with alongside your timetable. Please consult your Module and Assessment Guide and Moodle page for information, once the term has commenced. The timetable below is for indicative purposes only, e.g you might not have a live online or on campus class at the times noted below every week.

Year 1

| Semester 1 | Day | Module Code | Module Title | Starting Time |
|----------------------|-----------|--------------------|--|---------------|
| 1 (Sept 22 – Dec 22) | Monday | B9DM108 B9DM110 | Web Marketing Management and Metrics Research Methods 1 | 6.15 8.00 |
| | Wednesday | B9DM101 | Digital Design & Development | 6.15 |
| 2 (Jan 23 – Apr 23) | Monday | B9DM109 | Strategic Thinking in the Digital Age | 6.15 |
| | Wednesday | B9DM105 | Data and Digital Marketing Analytics | 6.15 |

Year 2

| Semester 3 | Day | Module Code | Module Title | Time |
|----------------------|-----------|--------------------|---|--------------|
| 3 (Sept 23 – Dec 23) | Monday | B9DM111 B9DM112 | Business Intelligence & Visualisation Research Methods 2 | 6.15 8.00 |
| | Wednesday | B9DM104 | Digital Advertising & Online Marketing Communications | 6.15 |

Fees: €5,500 per year

**Depending on Covid 19 related restrictions, this could take the form of live online during the next academic year.*

Dublin Business School reserves the right to alter or withdraw any of the modules described in this document. Whilst every effort has been made to ensure the information contained in this document is correct, the college is not liable for any errors or omissions.



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Version 1.0