

MSc in Digital Marketing and Analytics

(Sept 2023 Intake) PART TIME

Timetable

2023-2024

This programme is multimodal. This means that some lectures are in-class on campus, some are live online through zoom and some are on demand, which you work through in your own time and at your own pace. The in-class and live online lectures are shown on your timetable. The on demand lectures are available from links on your Moodle pages, and you will be directed on when is best to access them by your lecturer. Please consult your Module and Assessment Guide and Moodle page for more 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 23 – Dec 23)	Monday	B9DM108 B9DM110	Web Marketing Management and Metrics Research Methods 1	6.15 8.00
	Wednesday	B9DM101	Digital Design & Development	6.15
2 (Jan 24 – Apr 24)	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 24 – Dec 24)	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