

MSc in Marketing (BMS09MKTQ) (Sept 2022 Intake) PART TIME Timetable 2022-2023

*DBS anticipates that for the coming academic year, 2022/2023, all part-time learning may be delivered on a hybrid basis. This means you will have some face-to-face classroom delivery and some delivery online. All teaching, whether face to face or online, is considered equal.

Year 1

Semester	Day	Module Code	Module Title	Time
1 (Sept 22 – Dec 22)	Monday	B9MK123	Contemporary Consumer Behaviour	6.15-9.30
	Tuesday	B9MK134	Sustainable Marketing Practices	6.15-7.45
	Tuesday	B9MK125	Web Marketing Management & Metrics	8.00-9.30
2 (Jan 23 – Apr 23)	Monday	B9MK135	Services Marketing Management	6.15-9.30
	Tuesday	B9MK136	Design Thinking, Entrepreneurship and Commercialisation	6:15-7:45
		B9MK130	International Marketing	8.00-9.30

Year 2

Semester	Day	Module Code	Module Title	Time
3 (Sept 23 – Dec 23)	Monday	B9MK128	Integrated Marketing Communications	6.15-9.30
	Tuesday	B9MK127	Research Methods	6.15-7:45
		B9MK137	Applied Strategic Branding	8.00-9.30

Fees: €5,390 per year

Version 1.0: 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.