



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