

**MSc MARKETING MANAGEMENT
TIMETABLE 2012/2013**

	TERM ONE			TERM TWO			TERM THREE		
	AM 9.00 – 12.00	PM 2.00 – 5.00	PPM 6.00 – 9.00	AM 9.00 – 12.00	PM 2.00 – 5.00	PPM 6.00 – 9.00	AM 9.00 – 12.00	PM 2.00 – 5.00	PPM 6.00 – 9.00
M O N	BMM601 Marketing Management (15 credits) compulsory module			BMM642 Strategic Brand Management (15 credits) elective module [09.00 – 12.00] AM & PM WEEKS 1, 2, 3, 4 & 5 ONLY	BMM642 Strategic Brand Management (15 credits) elective module [13.00 – 16.00] AM & PM WEEKS 1, 2, 3, 4 ONLY	BMM643 e-Marketing (15 credits) elective module AM & PPM WEEKS 5 & 7 ONLY	ADDITIONAL WORKSHOP SESSIONS WILL BE SCHEDULED IN THE THIRD TERM – DATES/TIMES TO BE CONFIRMED		
T U E S	BMM637 Marketing Channels & Strategic Sales Force Management (15 credits) elective module BLOCK TAUGHT AM & PM , WEEKS 4 & 8 ONLY			BMM604 Marketing Strategy (15 credits) compulsory module LECTURE: 09.30 – 11.00 SIMULATION: 11.00 ONWARDS DEPENDING ON GROUP		BMM643 e-Marketing (15 credits) elective module WEEK 7 ONLY			
W E D	BLM137 Intellectual Property Strategy & Management (15 credits) elective module	BFM234 Accounting for Non-financial Managers (15 credits) elective module		BSM929 Strategic Management (15 credits) elective module	BMM644 Services Marketing (15 credits) elective module				
T H U R S	BMM637 Marketing Channels & Strategic Sales Force Management (15 credits) elective module BLOCK TAUGHT AM & PM, WEEKS 4 & 8 ONLY			BMM603 Marketing Research (15 credits) compulsory module	BMM643 e-Marketing (15 credits) elective module PM & PPM WEEKS 5 & 7 ONLY	BMM643 e-Marketing (15 credits) elective module PM & PPM WEEKS 5 & 7 ONLY			
F R I	BMM641 Consumer Behaviour (15 credits) elective module	BMM646 Analysis for Dissertation Research (15 credits) compulsory module 14.00 – 17.00 EXCEPT WEEKS 1,7 & 9 16.00 – 18.00		BMM645 International Marketing Management (15 credits) elective module	BHM328 Strategic Business Sustainability (15 credits) elective module				

MODULES

 COMPULSORY MODULE  ELECTIVE MODULE

ELECTIVE MODULES

CHOOSE 4 ELECTIVE MODULES [SELECT NO MORE THAN 2 ELECTIVE MODULES IN ANY GIVEN TERM AND NO MORE THAN 2 FROM BFM234, BHM328, BSM929 & BLM137] [TOTAL OF 60 CREDITS], SUBJECT TO TIMETABLE CONSTRAINTS.