

# MSc Digital Marketing Management

February Starters	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	
Digital Marketing Fundamentals (Teaching)														
Social Media and Content Marketing Innovations (Teaching)														
The Digital Consumer (Teaching)														
Marketing Analytics and AI (Teaching)														
Research Methods														
Module Assessment Period (No Teaching)														
Dissertation Period (no teaching)														
Strategic Management (Teaching)														
Leading with Purpose (Teaching)														
International Marketing in the Digital Age (Teaching)														
Global Human Resource Management Practice & Organisational Behaviour (Teaching)														
Dissertation Submission														
September Starters	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
Strategic Management (Teaching)														
Leading with Purpose (Teaching)														
International Marketing in the Digital Age (Teaching)														
Global Human Resource Management Practice & Organisational Behaviour (Teaching)														
Research Methods														
Digital Marketing Fundamentals (Teaching)														
Social Media Marketing Strategy and Content Marketing Innovations (Teaching)														
The Digital Consumer (Teaching)														
Marketing Analytics and AI (Teaching)														
Module Assessment Period (No Teaching)														
Dissertation Period (No Teaching)														
Dissertation Submission														

**Please Note:**

There may be an extra teaching week(s) in the non-teaching months depending on the academic calendar.

Modules will run 5 weeks for 3 hours per week when highlighted over 2 months and other modules will run 9 weeks for 2 hours per week when shown over 4 months.

Lille Students will follow a different pattern of study which will be shared separately.