

UNIVERSITY OF MALTA FACULTY OF ECONOMICS, MANAGEMENT AND ACCOUNTANCY

MASTER OF SCIENCE IN STRATEGIC MANAGEMENT AND DIGITAL MARKETING

COURSE GROUP 2025-2027

TIMETABLE OCTOBER 2025 – JANUARY 2026

YEAR I

TUESDAYS

| TIME | SUBJECT | LECTURER | VENUE |
|-------------|--|---|--------------|
| 10AM – 12PM | MRK5011 Advanced Digital Marketing Strategy | Ms Daniela Castillo, Ms Elaine Grech | TBA |
| 12PM – 2PM | MGT5204 Management Science and Decision Analysis | Prof Frank Bezzina | TBA |
| 4PM – 6PM | MGT5208 Cognitive Heuristics and Judgment | Prof. Vincent Cassar | TBA |

THURSDAYS

| TIME | SUBJECT | LECTURER | VENUE |
|-------------|--|--|--------------|
| 8AM – 10AM | MGT5207 Strategic Management | Dr Nathaniel Massa | TBA |
| 12PM – 2PM | MRK3704 Advanced Research Techniques (dates TBA) | Dr Jirka Konietzny, Dr Emanuel Said, Dr Joe Schemrbi | TBA |
| 2PM – 4PM | MRK5813 Digital Marketing Channels | Prof Tanya Sammut Bonnici Dr Franco Curmi | TBA |
| 5PM – 7PM | MRK5812 Digital Analytics for Marketing Management | Mr Steve Agius | TBA |

Lectures for MSc will begin on Tuesdays 30th September

Christmas recess: 19 Dec - 4 Jan 2026;

Semester 1 Examination Session: 19 Jan - 6 Feb 2026