

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,<br>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,<br>Dr Emanuel Said,<br>Dr Joe Schemrbi | TBA   |
| 2PM – 4PM  | MRK5813 Digital Marketing Channels                 | Prof Tanya Sammut<br>Bonnici<br>Dr Franco Curmi            | TBA   |
| 5PM – 7PM  | MRK5812 Digital Analytics for Marketing Management | Mr Steve Agius   | TBA   |

*Lectures for MSc will begin on Tuesdays 30<sup>th</sup> September*

*Christmas recess: 19 Dec - 4 Jan 2026;*

*Semester 1 Examination Session: 19 Jan - 6 Feb 2026*