



GRIFFITH COLLEGE DUBLIN

GRADUATE BUSINESS SCHOOL

MSCIB GLOBAL

SEMESTER TWO					
Module title		Credits	Level number	Allocation of marks (weighting)	
				Exam	Assessment
TRANSMEDIA & STORYTELLING	1	5	9	50	50
E MARKETING AND MARKETING METRICS	1	5	9	50	50
GLOBAL MARKETING PRACTICE GLOBAL	1	5	9	50	50
INTERNATIONAL STRATEGY	1	5	9	50	50
GLOBAL MARKETING PRACTICE LOCAL	1	5	9	50	50
BUSINESS RESEARCH METHODS 2	1	2.5	9	n/a	100

GRADAUTE BUSINESS SCHOOL SEMESTER TWO, MSCIB GLOBAL

	Monday	Tuesday	Wednesday	Thursday	Friday
9-10	E MARKETING AND METRICS 9-12	BUSINESS RESEARCH METHODS 2 9-12 First six weeks	BUSINESS RESEARCH METHODS 1 9-12 First six weeks	GLOBALISATION & CORPORATE RESPONSIBILITY BUSINESS ETHICS 9-5 FEB 8, 15, 22 MAR 22, 29 APR 12	
					TRANSMEDIA 9.30-12.30

GRADAUTE BUSINESS SCHOOL SEMESTER TWO, MSCIB GLOBAL

10-11				PRESENTATION DATES TBC		
11-12						
12-1						
1-2						
2-3	GLOBAL MARKETING MANAGING THE GLOBAL 2-5				GLOBAL MARKETING MANAGING THE LOCAL 1.30-4.30	
3-4			INTERNATIONAL STRATEGY 3-6			
4-5						
5-6						