

MDGM SEP 24
A Look Ahead

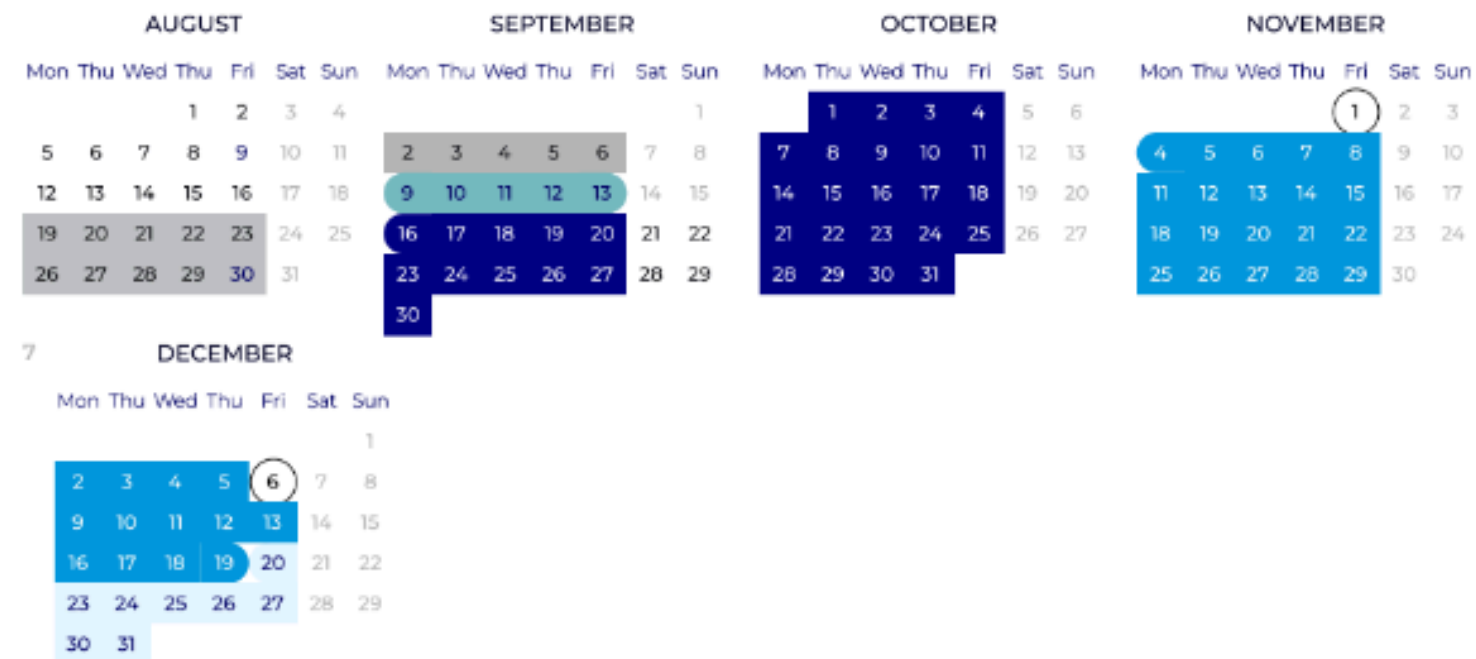
SNEAK

PEEK

Calendar



2024



2025



PERIODS (The Dates are subject to change)

- PREPROGRAMS - Aug 19 → Sep 8
- ORIENTATION WEEK - Sep 9 → Sep 13
- CORE PERIOD - Sep 16 → Nov 1
- TERM 1 - Nov 4 → Dec 19
- WINTER BREAK - 20 Dec → 7 Jan
- TERM 2 - Jan 8, 2025 → Apr 4
- IMMERSION WEEK - Apr 7 → Apr 11
- SPRING BREAK - Apr 12 → Apr 21
- TERM 3 - Apr 22 → Jul 4
- GRADUATION CEREMONY - 3rd week of July
- HOLIDAYS

- 2-3 sessions per day
- Mon & Wed: PM classes
- Tue & Thu: AM classes
- Friday: alternate

Certificates



Immersion Weeks

**2023
Amsterdam**

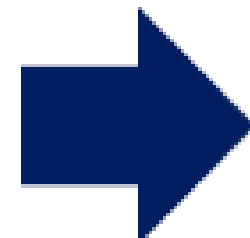


**2023
Cape Town**



Tentative Covalidations Sep 24

TENTATIVE JAN '24 MIM - SEP '24 MDGM STANDARD DUAL DEGREE CO-VALIDATIONS					
GRADE AND CREDIT RECOGNITION					
Program 1			Program 2		
Master in Management (MIM)			Master in Digital Marketing (MDGM) (Private University Degree)		
Course	Term	Sessions	Course	Term	Sessions
WELL-BEING IN PRACTICE	Start Module and Term 1	2	WELL-BEING IN PRACTICE	Core	2
PREPROGRAM EXCEL BUSINESS SOLUTIONS	Preprogram	4	EXCEL TOOLS FOR MARSALES	Core	3
LEADING PEOPLE & TEAMS	1	20	MANAGING HIGH PERFORMANCE TEAMS	Core	2
TECHNOLOGY & INNOVATION MANAGEMENT	1	20	INTRODUCTION TO TECHNOLOGY	1	12
STORYTELLING AND PUBLIC SPEAKING	1	10	STORYTELLING AND PUBLIC SPEAKING	Core	10
DIVERSITY & INCLUSION WORKSHOP	2	2	DIVERSITY, EQUITY AND INCLUSION	Core	2
FINANCE	2	20	FINANCE FOR MARKETEERS AND COMMUNICATORS	Core	5
FINANCIAL REPORTING	2	15	OMNICHANNEL DISTRIBUTION I: ECOMMERCE	2	16
DIGITAL BUSINESS CONCENTRATION: BUILDING AN ONLINE BUSINESS	Track	15	QUALITATIVE RESEARCH	2	8
INTERNATIONAL BUSINESS CONCENTRATION: KNOWING THE MARKET AND THE CONSUMER	Track	15	QUANTITATIVE RESEARCH	2	8
MARKETING, BRANDING, & SALES CONCENTRATION: CHANNEL MANAGEMENT & RETAILING	Track	15	OMNICHANNEL DISTRIBUTION II: RETAIL	3	10
TOTAL		Minimum of 93	TOTAL		Minimum of 36



Tentative Covalidations IMBA Sep 24

TENTATIVE JAN '24 IMBA - SEP '24 MDGM DUAL DEGREE CO-VALIDATIONS

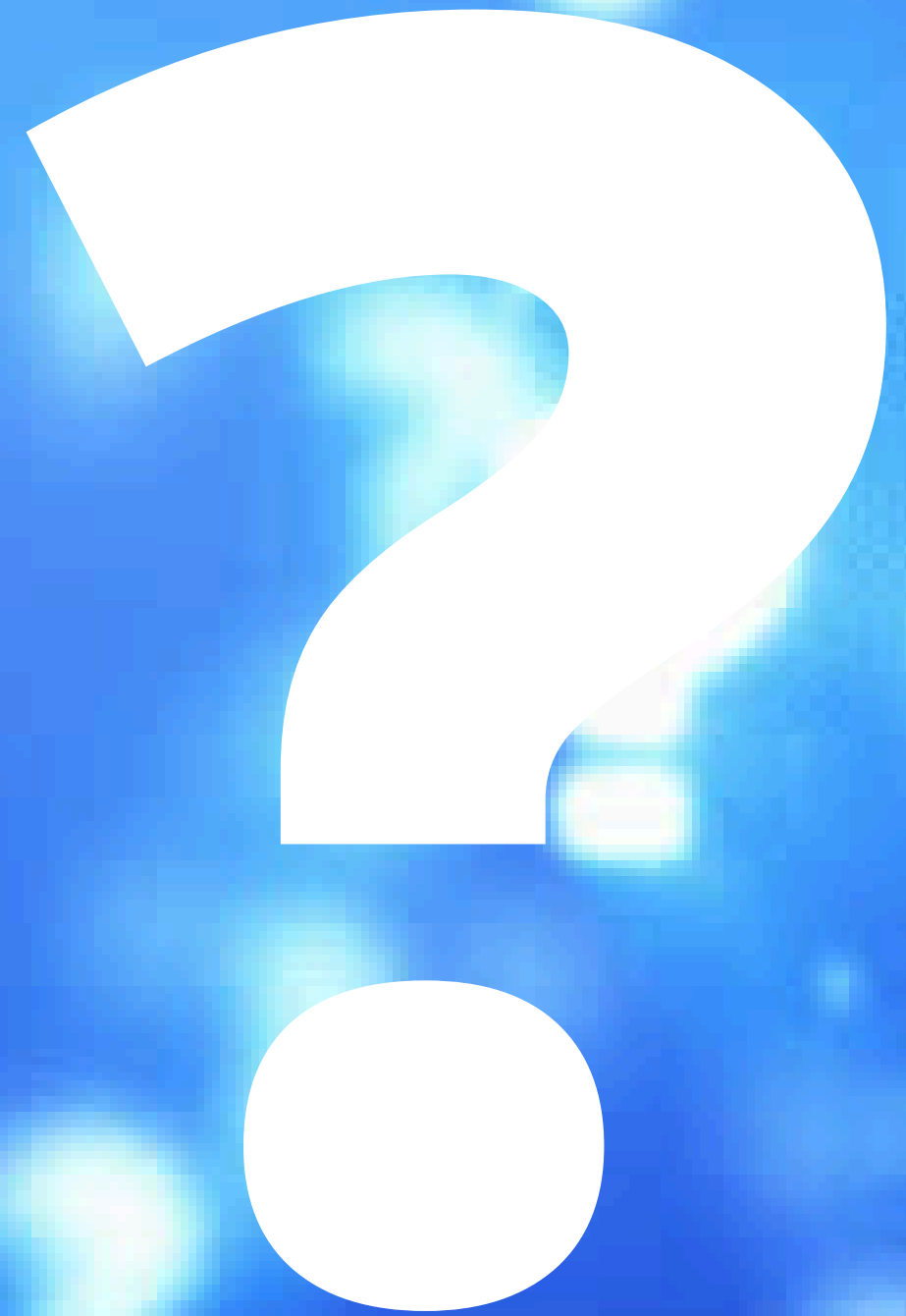
GRADE AND CREDIT RECOGNITION

Program 1			➔	Program 2		
International MBA				Master in Digital Marketing (MDGM) (Private University Degree)		
Course	Term	Sessions	Course	Term	Sessions	
DIVERSITY & INCLUSION WORKSHOP	ORIENTATION	2	DIVERSITY, EQUITY AND INCLUSION	Core	2	
WELL-BEING IN PRACTICE	1	2	WELL-BEING IN PRACTICE	Core	2	
ENTREPRENEURSHIP	1	15	ENTREPRENEURSHIP	Core	5	
MARKETING MANAGEMENT	1	15	STRATEGIC MARKETING AND BRANDING	Core	8	
FINANCIAL MARKETS	1	15	FINANCE FOR MARKETEERS AND COMMUNICATORS	Core	5	
TOTAL		49	TOTAL		22	

Academic Director Irma Papaleo



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KEEP

CALM

HAVE

FUN



**WORK
HARD**