

No.	Module	Name of Lecturer	Qualification	Conferring Institute	Teaching Basis (Full-Time or Part-Time)
1	Analytics for Marketing	Dr Carmen-Monica Mihalache	PhD in Marketing	Alexandru Ioan Cuza University, Romania	Part-Time
2	Business Research	Dr Aarti Sood	PhD in Philosophy	Aston University	Part-Time
3	Corporate Social Responsibility	Dr Taposh Kumar Roy	PhD in Philosophy	The University of Hull	Part-Time
4	Customer Insight	Dr Dina Rasolofoarison	PhD in Marketing	Aston University	Part-Time
5	Data Mining for Marketing	Dr Kristina Schmidt	PhD in Philosophy	WHU - Otto Beisheim School of Management, Germany	Part-Time
6	Digital Marketing	Dr Carmen-Monica Mihalache	PhD Business Administration	University of Manchester	Part-Time
7	Digital Marketing: Engaging with the Customer	Mr Michael Donald Crossman	Masters	Goldsmiths College, University	Part-Time
8	Human Resource Management	Dr Alessia Damato	PhD in Philosophy	University of Bologna	Part-Time
9	International Retailing	Dr Ioannis Krasonikolakis	PhD in Marketing	Athens University of Economics and Business	Part-Time
10	Living and Working on the Web	Dr Lisa Jane Harris	PhD in Philosophy	Brunel University	Part-Time
11	Marketing Communications and Media Management	Dr Julien Charles Renaud Schmitt	PhD	HEC Paris	Part-Time
12	Marketing Simulation	Dr Heiko Frenzen	PhD in Marketing	WHU - Otto Beisheim School of Management, Germany	Part-Time
13	Measuring Marketing Effectiveness	Dr Matti Juhan Jaakkola	DSc in Economics	Aalto University, Finland	Part-Time
14	Services Value for Digital Managers	Dr Andrew Mark Farrell	PhD in Philosophy	Aston University	Part-Time
15	Dissertation	Dr Aarti Sood	PhD in Philosophy	Aston University	Part-Time
16	Dissertation	Dr Dina Rasolofoarison	PhD in Marketing	Aston University	Part-Time
17	Dissertation	Dr Heiko Frenzen	PhD in Marketing	WHU - Otto Beisheim School of Management, Germany	Part-Time
18	Dissertation	Dr Ioannis Krasonikolakis	PhD in Marketing	Athens University of Economics and Business	Part-Time
19	Dissertation	Dr Julia Patrycja Wolny	PhD in Philosophy	University of Salford	Part-Time
20	Dissertation	Dr Lisa Jane Harris	PhD in Philosophy	Brunel University	Part-Time
21	Dissertation	Dr Matti Juhan Jaakkola	DSc in Economics	Aalto University, Finland	Part-Time
22	Dissertation	Dr So Mee Chi	PhD in Philosophy	University of Southampton	Part-Time