

<b>Schedule 2020-2021-2022: 4.2 MScM : Marketing</b>					
<b>From Monday February 22nd February until June 4th, 2021</b>					
<small>(except vacation from Thursday April 1st at 19h00 until Monday April 12th, 2021 at 8h00)</small>					
	<b>8:00 - 10:00</b>	<b>10:00 - 12:00</b>	<b>12:30 - 14:00</b>	<b>14:15 - 16:00</b>	<b>16:15 - 18:00</b>
<b>Monday</b>	<b>Distribution Management</b> Th. ECKARDT		<b>Customer Relationship Management</b> M. CHRISTEN		
<b>Tuesday</b>	<b>Brand Development Strategic Project</b> R. QUEIROS			<b>New Trends in Product Innovation</b> F. LECLERC	
<b>Wednesday</b>	<b>Grand Challenges Strategy Project</b> P. HAACK			<b>Sustainability Strategy Project</b> S. AESCHLIMANN / CH. FISCHER	
<b>Thursday</b>				<b>Consumer Behavior</b> K. REGE	
<b>Friday</b>			<b>Brand Management</b> A. DABROWSKA-LESZCZYNSKA	<b>Company Project in Marketing</b> A. DABROWSKA-LESZCZYNSKA	
			<b>Social Media (EPFL) starts at 13h</b> D. GILLET		

**Subject to change**

<b>Marketing - module 3</b>			
<b>Compulsory course:</b>	<b>Professor</b>	<b>in common with</b>	<b>Remark</b>
<b>OR</b>	<b>Company Project in Marketing - 6 ECTS</b>	<b>Agnieszka DABROWSKA-LESZCZYNSKA</b>	
	<b>Brand Development Strategic Project - 6 ECTS</b>	<b>Rita QUEIROS</b>	
	Brand Management - 3 ECTS	Agnieszka DABROWSKA-LESZCZYNSKA	
	Consumer Behavior - 3 ECTS	Katharina REGE	
	Customer Relationship Management - 6 ECTS	Markus CHRISTEN	
	Distribution Management - 6 ECTS	Thilo. ECKARDT	
	Grand Challenges Strategy Project - 6 ECTS	Patrick HAACK	

New Trends in Product Innovation - 3 ECTS	Fabrice LECLERC
Social Media (EPFL) - 3 ECTS	Denis GILLET
Sustainability Strategy Project - 6 ECTS	Steve AESCHLIMANN/ Christophe FISCHER

**Module 2 - cours optionnels**

Innovation Law - 3	Valérie JUNOD
Negotiations - 6	Charles EFFERSON
Project Management & Outsourcing - 6	Pius BIENZ
Social Well Being - 6	Francine PETERSEN
Sustainable Innovation Challenge - 3	Jeffrey PETTY