

Schedule 2019-2020-2021: 5.1 (Aut-3rd) MScM : Marketing

From Monday 14th of September 2020 to Friday 18th of December 2020

	8:00 - 10:00	10:00 - 12:00	12:30 - 14:00	14:15 - 16:00	16:15 - 18:00
Monday	Digital Transformation in B to B <small>S. LACOSTE</small>			Heuristic Decision Making Strategies <small>J. MAREWSKI</small>	
Tuesday	Pricing Strategies <small>J. MATA</small>				
Wednesday	Luxury Marketing <small>F. MORHART</small>				
Thursday	Business Case B en Marketing <small>V. UHLMANN</small>			Consumer Behavior <small>K. REGE</small>	
Friday	Global Marketing <small>Th. ECKARDT</small>				

Subject to change

Marketing - module 3			
Optional courses for orientation	Professor	In common with	Remark
Business Case B en Marketing - 6 ECTS	Vincent UHLMANN		Schedule confirmed
Consumer Behavior - 3 ECTS	Katharina REGE		Schedule confirmed - every 14 days
Digital transformation in B to B - 3 ECTS	Sylvie LACOSTE		Schedule confirmed - every 14 days
Global Marketing - 3 ECTS	Thilo ECKARDT		Schedule confirmed
Heuristic Decision Making Strategies - 6	Julian MAREWSKI		Schedule confirmed
Luxury Marketing - 6 ECTS	Felicitas MORHART		Schedule confirmed
Pricing Strategies - 6 ECTS	José MATA		Schedule confirmed