

**ROMANIAN-AMERICAN UNIVERSITY  
SCHOOL OF MANAGEMENT-MARKETING**

**MASTER PROGRAMME - STRATEGIC MARKETING**

**SCHEDULE**

ACTUALIZAT 12.11.2020

**I-st year 2020/2021, I-st-Semester, Module 2, starting with 19.11.2020**

**MICROSOFT TEAMS with id @student.rau.ro**

<i>DAY</i>	<i>HOUR</i>	<i>Group 1SMK</i>
<b>MONDAY</b>	16,30-17,50	Customer Experience Management - seminar
	18,00-19,20	<b>CUSTOMER EXPERIENCE MANAGEMENT</b>
	19,30-20,50	Customer Experience Management - seminar
<b>TUESDAY</b>	16,30-17,50	Integrated Marketing Communication - seminar
	18,00-19,20	<b>INTEGRATED MARKETING COMMUNICATION</b>
	19,30-20,50	Integrated Marketing Communication - seminar
<b>WEDNESDAY</b>	16,30-17,50	Market Research and Data Analysis - seminar
	18,00-19,20	<b>MARKET RESEARCH AND DATA ANALYSIS</b>
	19,30-20,50	<b>MARKET RESEARCH AND DATA ANALYSIS</b>

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<i>DAY</i>	<i>HOUR</i>	<i>Group 2SMK</i>
<b>MONDAY</b>	16,30-17,50	Marketing Planning - Decision Making - seminar
	18,00-19,20	<b>MARKETING PLANNING - DECISION MAKING</b>
	19,30-20,50	<b>MARKETING PLANNING - DECISION MAKING</b>
<b>WEDNESDAY</b>	16,30-17,50	Measuring Marketing Effectiveness - seminar
	18,00-19,20	<b>MEASURING MARKETING EFFECTIVENESS</b>
	19,30-20,50	Measuring Marketing Effectiveness - seminar
<b>THURSDAY</b>	16,30-17,50	Global Strategic Management - seminar
	18,00-19,20	<b>GLOBAL STRATEGIC MANAGEMENT</b>
	19,30-20,50	<b>GLOBAL STRATEGIC MANAGEMENT</b>