

MASTER PROGRAMME - STRATEGIC MARKETING

SCHEDULE

I-st year 2021/2022, I-st-Semester, Module 1

MICROSOFT TEAMS with Id @student.rau.ro

DAY	HOUR	Group 1SMK
TUESDAY	16,30-17,50	Managing Brands and Customer Equity - seminar
	18,00-19,20	MANAGING BRANDS AND CUSTOMER EQUITY
	19,30-20,50	MANAGING BRANDS AND CUSTOMER EQUITY
WEDNESDAY	16,30-17,50	Segmentation and positioning strategies - seminar
	18,00-19,20	SEGMENTATION AND POSITIONING STRATEGIES
	19,30-20,50	SEGMENTATION AND POSITIONING STRATEGIES

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ZIUA	ORA	Group 2SMK
MONDAY	16,30-17,50	Global marketing management - seminar
	18,00-19,20	GLOBAL MARKETING MANAGEMENT
	19,30-20,50	GLOBAL MARKETING MANAGEMENT
FRIDAY	16,30-17,50	Marketing innovation lab - seminar
	18,00-19,20	MARKETING INNOVATION LAB
	19,30-20,50	Marketing innovation lab - seminar