

MASTER PROGRAMME - STRATEGIC MARKETING

SCHEDULE

I-st year 2021/2022, I-st-Semester, Module 2, starting with 19.11.2021

MICROSOFT TEAMS with Id @student.rau.ro

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

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DAY	HOURL	Group 2SMK
MONDAY	16,30-17,50	Global Strategic Management - seminar
	18,00-19,20	GLOBAL STRATEGIC MANAGEMENT
	19,30-20,50	GLOBAL STRATEGIC MANAGEMENT
TUESDAY	16,30-17,50	Marketing Planning - Decision Making - seminar
	18,00-19,20	MARKETING PLANNING - DECISION MAKING
	19,30-20,50	MARKETING PLANNING - DECISION MAKING
WEDNESDAY	16,30-17,50	Measuring Marketing Effectiveness - seminar
	18,00-19,20	MEASURING MARKETING EFFECTIVENESS
	19,30-20,50	Measuring Marketing Effectiveness - seminar