

MASTER PROGRAMME - STRATEGIC MARKETING

SCHEDULE

I-st year 2022/2023, I-st-Semester, Module 1

DAY	HOURL	Group 1SMK
TUESDAY	16,30-17,50	Room 220 - Segmentation and positioning strategies - seminar
	18,00-19,20	ROOM 220 - COURSE - SEGMENTATION AND POSITIONING STRATEGIES
	19,30-20,50	ROOM 220 - COURSE - SEGMENTATION AND POSITIONING STRATEGIES
WEDNESDAY	16,30-17,50	Room 417 - Managing Brands and Customer Equity - seminar
	18,00-19,20	ROOM 417 - COURSE - MANAGING BRANDS AND CUSTOMER EQUITY
	19,30-20,50	ROOM 417 - COURSE - MANAGING BRANDS AND CUSTOMER EQUITY

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SCHEDULE

II-nd year 2022/2023, I-st-Semester, Module 1

ZIUA	ORA	Group 2SMK
MONDAY	16,30-17,50	Room 220 - Marketing innovation lab - seminar
	18,00-19,20	ROOM 220 - COURSE - MARKETING INNOVATION LAB
	19,30-20,50	Room 220 - Marketing innovation lab - seminar
TUESDAY	16,30-17,50	Room 316 - Global marketing management - seminar
	18,00-19,20	ROOM 316 - COURSE - GLOBAL MARKETING MANAGEMENT
	19,30-20,50	ROOM 316 - COURSE - GLOBAL MARKETING MANAGEMENT