

ROMANIAN-AMERICAN UNIVERSITY  
SCHOOL OF MANAGEMENT-MARKETING  
MASTER PROGRAMME - STRATEGIC MARKETING

SCHEDULE

**I-st year 2022/2023, I-st-Semester, Module 2, starting with 21.11.2022**

**Starting 28.11.2022 till 22.12.2022 classes/educational activities will be held on MICROSOFT TEAMS with id @stud.rau.ro**

| DAY      | HOUR        | Group 1SMK                                                    |
|----------|-------------|---------------------------------------------------------------|
| TUESDAY  | 16,30-17,50 | Room 220 - Market Research and Data Analysis - seminar        |
|          | 18,00-19,20 | <b>ROOM 220 - COURSE - MARKET RESEARCH AND DATA ANALYSIS</b>  |
|          | 19,30-20,50 | <b>ROOM 220 - COURSE - MARKET RESEARCH AND DATA ANALYSIS</b>  |
| THURSDAY | 16,30-17,50 | ROOM 318 - COURSE - Customer Experience Management - seminar  |
|          | 18,00-19,20 | <b>ROOM 318 - COURSE - CUSTOMER EXPERIENCE MANAGEMENT</b>     |
|          | 19,30-20,50 | ROOM 318 - COURSE - Customer Experience Management - seminar  |
| FRIDAY   | 16,30-17,50 | Room 212 - Integrated Marketing Communication - seminar       |
|          | 18,00-19,20 | <b>ROOM 212 - COURSE - INTEGRATED MARKETING COMMUNICATION</b> |
|          | 19,30-20,50 | Room 212 - Integrated Marketing Communication - seminar       |

ROMANIAN-AMERICAN UNIVERSITY  
SCHOOL OF MANAGEMENT-MARKETING  
MASTER PROGRAMME - STRATEGIC MARKETING

SCHEDULE

**II-nd year 2022/2023, I-st-Semester, Module 2, starting with 21.11.2022**

**Starting 28.11.2022 till 22.12.2022 classes/educational activities will be held on MICROSOFT TEAMS with id @stud.rau.ro**

| DAY       | HOOR        | Group 2SMK                                                      |
|-----------|-------------|-----------------------------------------------------------------|
| MONDAY    | 16,30-17,50 | Room 220 - Marketing Planning - Decision Making - seminar       |
|           | 18,00-19,20 | <b>ROOM 220 - COURSE - MARKETING PLANNING - DECISION MAKING</b> |
|           | 19,30-20,50 | <b>ROOM 220 - COURSE - MARKETING PLANNING - DECISION MAKING</b> |
| TUESDAY   | 16,30-17,50 | Room 316 - Global Strategic Management - seminar                |
|           | 18,00-19,20 | <b>ROOM 316 - COURSE - GLOBAL STRATEGIC MANAGEMENT</b>          |
|           | 19,30-20,50 | <b>ROOM 316 - COURSE - GLOBAL STRATEGIC MANAGEMENT</b>          |
| WEDNESDAY | 16,30-17,50 | Room 417- Measuring Marketing Effectiveness - seminar           |
|           | 18,00-19,20 | <b>ROOM 417- COURSE - MEASURING MARKETING EFFECTIVENESS</b>     |
|           | 19,30-20,50 | Room 417 - Measuring Marketing Effectiveness - seminar          |