

MASTER PROGRAMME - STRATEGIC MARKETING

SCHEDULE

I-st year 2023/2024, I-st-Semester, Module 1

DAY	HOURL	Group 1SMK
TUESDAY	16,30-17,50	Room 511 - Segmentation and positioning strategies - seminar
	18,00-19,20	ROOM 428 - COURSE - SEGMENTATION AND POSITIONING STRATEGIES
	19,30-20,50	ROOM 428 - COURSE - SEGMENTATION AND POSITIONING STRATEGIES
WEDNESDAY	16,30-17,50	Room MBA - Managing Brands and Customer Equity - seminar
	18,00-19,20	ROOM MBA - COURSE - MANAGING BRANDS AND CUSTOMER EQUITY
	19,30-20,50	ROOM MBA - COURSE - MANAGING BRANDS AND CUSTOMER EQUITY

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II-nd year 2023/2024, I-st-Semester, Module 1

ZIUA	ORA	Group 2SMK
MONDAY	16,30-17,50	Room 513 - Marketing innovation lab - seminar
	18,00-19,20	ROOM 513 - COURSE - MARKETING INNOVATION LAB
	19,30-20,50	Room 513 - Marketing innovation lab - seminar
TUESDAY	16,30-17,50	Room LIBRARY - Global marketing management - seminar
	18,00-19,20	ROOM LIBRARY - COURSE - GLOBAL MARKETING MANAGEMENT
	19,30-20,50	ROOM LIBRARY - COURSE - GLOBAL MARKETING MANAGEMENT