

MASTER PROGRAMME - STRATEGIC MARKETING

SCHEDULE

ACTUALIZAT 21.11.2023

I-st year 2023/2024, I-st-Semester, Module 2, starting with 20.11.2023

Between November 27 and December 22, 2023, teaching activities take place in MICROSOFT TEAMS with institutional email addresses of the type @stud.rau.ro

DAY	HOOR	Group 1SMK
MONDAY	16,30-17,50	Room 428 - Customer Experience Management - seminar
	18,00-19,20	ROOM 428 - CUSTOMER EXPERIENCE MANAGEMENT
	19,30-20,50	Room 428 - Customer Experience Management - seminar
TUESDAY	16,30-17,50	Room 511 - Market Research and Data Analysis - seminar
	18,00-19,20	ROOM 428 - MARKET RESEARCH AND DATA ANALYSIS
	19,30-20,50	ROOM 428 - MARKET RESEARCH AND DATA ANALYSIS
FRIDAY	15,00-16,20	Room 319 - Integrated Marketing Communication - seminar
	16,30-17,50	ROOM 319 - INTEGRATED MARKETING COMMUNICATION
	18,00-19,20	Room 319 - Integrated Marketing Communication - seminar

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DAY	HOUR	Group 2SMK
WEDNESDAY	16,30-17,50	Room 328 - Global Strategic Management - seminar
	18,00-19,20	ROOM 328 - GLOBAL STRATEGIC MANAGEMENT
	19,30-20,50	ROOM 328 - GLOBAL STRATEGIC MANAGEMENT
THURSDAY	16,30-17,50	Room 316 - Marketing Planning - Decision Making - seminar
	18,00-19,20	ROOM 314 - MARKETING PLANNING - DECISION MAKING
	19,30-20,50	ROOM 314 - MARKETING PLANNING - DECISION MAKING
FRIDAY	16,30-17,50	Room 313 - Measuring Marketing Effectiveness - seminar
	18,00-19,20	ROOM 313 - MEASURING MARKETING EFFECTIVENESS
	19,30-20,50	Room 313 - Measuring Marketing Effectiveness - seminar