

MASTER PROGRAMME - STRATEGIC MARKETING

SCHEDULE

I-st year 2024/2025, I-st-Semester, Module 2, starting with 18.11.2024

Between November 25 and December 20, 2024, teaching activities take place in **MICROSOFT TEAMS with institutional email addresses of the type **@stud.rau.ro****

DAY	HOUR	Group 1SMK
MONDAY	16,30-17,50	Room 223 - Customer Experience Management - seminar
	18,00-19,20	ROOM 223 - CUSTOMER EXPERIENCE MANAGEMENT
	19,30-20,50	Room 223 - Customer Experience Management - seminar
TUESDAY	16,30-17,50	Room LIBRĂRIE - Market Research and Data Analysis - seminar
	18,00-19,20	ROOM LIBRĂRIE - MARKET RESEARCH AND DATA ANALYSIS
	19,30-20,50	ROOM LIBRĂRIE - MARKET RESEARCH AND DATA ANALYSIS
FRIDAY	16,30-17,50	Room 314 - Integrated Marketing Communication - seminar
	18,00-19,20	ROOM 314 - INTEGRATED MARKETING COMMUNICATION
	19,30-20,50	Room 314 - Integrated Marketing Communication - seminar

After winter vacation (21.12-07.01), during the period of 8-17 january, the activity resumes with face to face activities, on campus.

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DAY	HOUR	Group 2SMK
TUESDAY	18,00-19,20	ROOM 313 - COURSE - MARKETING INNOVATION LAB
	19,30-20,50	Room 313 - Marketing innovation lab - seminar
WEDNESDAY	16,30-17,50	Room 417 - Global Strategic Management - seminar
	18,00-19,20	ROOM 417 - GLOBAL STRATEGIC MANAGEMENT
	19,30-20,50	ROOM 417 - GLOBAL STRATEGIC MANAGEMENT
THURSDAY	18,00-19,20	Room 314 - Marketing innovation lab - seminar
FRIDAY	16,30-17,50	Room 316 - Marketing Planning - Decision Making - seminar
	18,00-19,20	ROOM 316 - MARKETING PLANNING - DECISION MAKING
	19,30-20,50	ROOM 316 - MARKETING PLANNING - DECISION MAKING

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