

Schedule 2019-2020-2021: 4.2 MScM : Marketing					
From Monday February 17th until May 29th, 2020					
<small>(except vacation from Thursday April 9th at 19h00 until Monday April 20th, 2020 at 8h00)</small>					
	8:00 - 10:00	10:00 - 12:00	12:30 - 14:00	14:15 - 16:00	16:15 - 18:00
Monday	Distribution Management Th. ECKARDT		Customer Relationship Management M. CHRISTEN		
Tuesday			New Trends in Product Innovation F. LECLERC		
Wednesday				Sustainability Strategy Project S. AESCHLIMANN / CH. FISCHER	
				Grand Challenges Strategy Project S. AESCHLIMANN / CH. FISCHER	
Friday	Company Project A. DABROWSKA-LESZCZYNSKA			Social Media (EPFL) starts at 13h D. GILLET	

Subject to change

Marketing - module 3			
Compulsory course:	Professor	in common with	Remark
Company Project - 6 ECTS	Agnieszka DABROWSKA-LESZCZYNSKA		
Brand Management - 3 ECTS	Sandor CZELLAR		NOT IN SPRING 2020
Customer Relationship Management - 6 ECTS	Markus CHRISTEN		
Distribution Management - 6 ECTS	Thilo. ECKARDT		
Grand Challenges Strategy Project - 6 ECTS	Patrick HAACK		
New Trends in Product Innovation - 3 ECTS	Fabrice LECLERC		
Social Media (EPFL) - 3 ECTS	Denis GILLET		
Sustainability Strategy Project - 6 ECTS	Steve AESCHLIMANN/ Christophe FISCHER		

Module 2 - cours optionnels

Business Intelligence and Analysing Big Data 6

Data-Driven Business - 6

Negotiations - 6

Project Management & Outsourcing - 6

Tiapo NIEMI

Julian MAREWSKI

Charles EFFERSON

Pius BIENZ