

Schedule 2018-2019-2020: 4.2 MScM : Marketing					
From Monday February 18th until May 31st, 2019					
<small>(except vacation from Thursday March 29th at 19h00 until Monday April 9th, 2018 at 8h00)</small>					
	8:00 - 10:00	10:00 - 12:00	13:00 - 15:00	15:00 - 17:00	17:00 - 19:00
Monday	Distribution Management Th. ECKARDT		Customer Relationship Management M. CHRISTEN		
Tuesday			New Trends in Product Innovation F. LECLERC		
Wednesday			Company Project B. KOCHER		
Thursday			Consumer Behavior (MScM) B. KOCHER		
Friday					
	Brand Management S. CZELLAR		Social Media (EPFL) D. GILLET		

Subject to change

Marketing - module 3		
Compulsory course:	Professor	in common with Remark
Company Project - 6 ECTS	Bruno KOCHER	
Brand Management - 3 ECTS	Sandor CZELLAR	
Consumer Behavior (MScM) - 3 ECTS	Bruno KOCHER	
Customer Relationship Management - 6 ECTS	Markus CHRISTEN	
Distribution Management - 6 ECTS	Thilo. ECKARDT	
New Trends in Product Innovation - 3 ECTS	Fabrice LECLERC	
Social Media (EPFL) - 3 ECTS	Denis GILLET	

Module 2 - cours optionnels

Business Intelligence and Analysing Big Data 6
Financial Reporting and Corporate Governance 3
Data-Driven Business - 6
Negociations - 6
Social Well Being - 6

Tiapo NIEMI
Leonidas DOUKAKIS
Julian MAREWSKI
Charles EFFERSON
Francine PETERSEN