

<b>Schedule 2017-2018-2019: 5.1 MScM : Marketing</b>					
<b>From Tuesday 18th of September 2018 to Friday 21st of December 2018</b>					
	<b>8:00 - 10:00</b>	<b>10:00 - 12:00</b>	<b>13:00 - 15:00</b>	<b>15:00 - 17:00</b>	<b>17:00 - 19:00</b>
<b>Monday</b>					
<b>Tuesday</b>	<b>Pricing Strategies</b> J. MATA				
<b>Wednesday</b>					
<b>Thursday</b>	<b>Business Case B en Marketing</b> V. UHLMANN		<b>Behavior Change Marketing for Public</b> V. BEZENCON		
<b>Friday</b>	<b>Global Marketing</b> Th. ECKARDT		<b>Digital Transformation in B to B</b> S. LACOSTE		
	<b>Luxury Marketing</b> A. GEERTS				

**Subject to change**

<b>Marketing</b>	<b>Courses</b>	<b>Professor</b>	<b>In common with</b>	<b>Remark</b>
	Behaviour change marketing for public and non-profit organisations - 3 ECTS	Valéry BEZENCON		Schedule confirmed
	Business Case B en Marketing - 6 ECTS	Vincent UHLMANN		Schedule confirmed
	Digital transformation in B to B - 3 ECTS	Sylvie LACOSTE		Schedule confirmed
	Global Marketing - 3 ECTS	Thilo ECKARDT		Schedule confirmed
	Luxury Marketing - 3 ECTS	Angy GEERTS		Schedule confirmed
	Pricing Strategies - 6 ECTS	José MATA		Schedule confirmed