

Timetable Module Marketing (MAR)

Bold: Core Courses

Autumn 2022	Monday	Tuesday	Wednesday	Thursday	Friday
8.00 h					
9.00 h					
10.00 h	Digital Marketing Communication - Customer Orientation 2.0 (Bambauer 4.5 ECTS)	International Retail Management (Morschett 4.5 ECTS) exercises - some tuesdays	Behavioral Economics (Herz 4.5 ECTS)		B2B Marketing (Furrer 4.5 ECTS)
11.00 h					
12.00 h					
13.00 h					
14.00 h	International Retail Management (Morschett 4.5 ECTS)	Management of Innovation (Zabara 4.5 ECTS)			
15.00 h					
16.00 h					
17.00 h					

Spring 2023	Monday	Tuesday	Wednesday	Thursday	Friday	
8.00 h						
9.00 h	Digital Commerce in B2C and B2B Markets (Morschett 4.5 ECTS)			Product and Price Management (Bambauer 4.5 ECTS)		
10.00 h						
11.00 h		Digital Commerce in B2C and B2B Markets & European Marketing (exercises - some tuesdays)		Marketing interculturel (Furrer 4.5 ECTS)		
12.00 h						
13.00 h						
14.00 h						
15.00 h						
16.00 h						
17.00 h						

Autumn 2023	Monday	Tuesday	Wednesday	Thursday	Friday		
8.00 h							
9.00 h							
10.00 h		European Marketing (exercises, irregular, 6 times)					
11.00 h							
12.00 h		Customer Orientation and Complaint Management (Bambauer 4.5 ECTS)			Marketing Strategy (Furrer 4.5 ECTS)		
13.00 h							
14.00 h	European Marketing (Morschett 4.5 ECTS)						
15.00 h							
16.00 h							
17.00 h							

Spring 2024	Monday	Tuesday	Wednesday	Thursday	Friday	
8.00 h						
9.00 h	Digital Commerce in B2C and B2B Markets (Morschett 4.5 ECTS)			Marketing Durable (Furrer 4.5 ECTS)		
10.00 h						
11.00 h		Nouveaux trends de l'innovation (Fauchart 4.5 ECTS)	International Services Marketing (Bambauer 4.5 ECTS)			
12.00 h						
13.00 h						
14.00 h		Digital Commerce in B2C and B2B Markets (Morschett 4.5 ECTS) exercises - some tuesdays				
15.00 h						
16.00 h						
17.00 h						

This timetable is not binding. In some cases, courses may not be continued. But instead, new courses might be added. For details please see the timetable of the University:

<https://www.unifr.ch/timetable>

*Courses in bold letters are core courses. At least 2 core courses have to be accomplished for each **selected** module.*