

Timetable Module Marketing (MAR)

Autumn 2023	Monday	Tuesday	Wednesday	Thursday	Friday	
8.00 h						
9.00 h				Developing an Innovation Strategy (Nüesch 4.5 ECTS)		
10.00 h		European Marketing (exercises, irregular, 6 times)				
11.00 h						
12.00 h						
13.00 h		Customer Orientation and Complaint Management (Bambauer 4.5 ECTS)			Marketing Strategy (Furrer 4.5 ECTS)	
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)		International Services Marketing (Bambauer 4.5 ECTS)	Marketing Durable (Furrer 4.5 ECTS)	
10.00 h					
11.00 h					
12.00 h		Nouveaux trends de l'innovation (Fauchart 4.5 ECTS)			
13.00 h					
14.00 h					
15.00 h		Digital Commerce in B2C and B2B Markets (Morschett 4.5 ECTS) exercises - some tuesdays			
16.00 h					
17.00 h					

Autumn 2024	Monday	Tuesday	Wednesday	Thursday	Friday
8.00 h					
9.00 h					
10.00 h		International Retail Management (Morschett 4.5 ECTS) exercises - some tuesdays			
11.00 h	Digital Marketing Communication - Customer Orientation 2.0 (Bambauer 4.5 ECTS)			Behavioral Economics (Herz 4.5 ECTS)	B2B Marketing (Furrer 4.5 ECTS)
12.00 h					
13.00 h					
14.00 h	International Retail Management (Morschett 4.5 ECTS)				
15.00 h		Management of Innovation (Zabara 4.5 ECTS)			
16.00 h					
17.00 h					

Block course: International Negotiations - Success stories from an intercultural background (Audebert 4.5 ECTS): Fri afternoon & Sat morning

Spring 2025	Monday	Tuesday	Wednesday	Thursday	Friday
8.00 h					
9.00 h	Digital Commerce in B2C and B2B Markets (Morschett 4.5 ECTS)				
10.00 h					
11.00 h				Product and Price Management (Bambauer 4.5 ECTS)	
12.00 h					
13.00 h		Digital Commerce in B2C and B2B Markets & European Marketing (exercises - some tuesdays)			
14.00 h					
15.00 h				Marketing interculturel (Furrer 4.5 ECTS)	
16.00 h					
17.00 h					

This timetable is not not binding. In some cases, courses may not be continued, postponed or day and time might change. 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.