

Timetable Module Marketing (MAR)

Autumn 2025	Monday	Tuesday	Wednesday	Thursday	Friday
8.00 h					
9.00 h					
10.00 h					
11.00 h					
12.00 h					
13.00 h	*International Marketing (Morschett 4.5 ECTS)	Customer Orientation and Complaint Management (Bambauer 4.5 ECTS)			Marketing Strategy (Furrer 4.5 ECTS)
14.00 h					
15.00 h					
16.00 h					
17.00 h					

*Students, who have already attended the course “European Marketing” or “International Marketing” in Berne cannot attend this course.
Block course: International Negotiations - Success stories from an intercultural background (Audebert 4.5 ECTS): Fri afternoon & Sat morning

Spring 2026	Monday	Tuesday	Wednesday	Thursday	Friday
8.00 h	Digital Commerce in B2C and B2B Markets (Schu 4.5 ECTS)		International Services Marketing (Bambauer 4.5 ECTS)	Marketing Durable (Furrer 4.5 ECTS)	
9.00 h					
10.00 h					
11.00 h		Nouveaux trends de l'innovation (Fauchart 4.5 ECTS)			
12.00 h					
13.00 h					
14.00 h					
15.00 h					
16.00 h					
17.00 h					

Autumn 2026	Monday	Tuesday	Wednesday	Thursday	Friday
8.00 h		Behavioral Economics (Herz 4.5 ECTS)			
9.00 h					
10.00 h					
11.00 h	Digital Marketing Communication - Customer Orientation 2.0 (Bambauer 4.5 ECTS)				
12.00 h					
13.00 h				B2B Marketing (Furrer 4.5 ECTS)	
14.00 h	International Retail Management (Schu 4.5 ECTS)				
15.00 h		Management of Innovation (Fauchart 4.5 ECTS)			
16.00 h					
17.00 h					

Spring 2027	Monday	Tuesday	Wednesday	Thursday	Friday
8.00 h	Digital Commerce in B2C and B2B Markets (Morschett 4.5 ECTS)				
9.00 h					
10.00 h					
11.00 h				Product and Price Management (Bambauer 4.5 ECTS)	
12.00 h					
13.00 h					
14.00 h				Marketing interculturel (Furrer 4.5 ECTS)	
15.00 h					
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.