

ROMANIAN-AMERICAN UNIVERSITY
SCHOOL OF MANAGEMENT – MARKETING
MASTER PROGRAMME - STRATEGIC MARKETING

I-st year 2019/2020, I-st Semester, Module 1

DAY	HOUR	GROUP 1SMK
MONDAY	16,30 - 17,50	ROOM 317 Managing brands and customer equity
	18,00 - 19,20	ROOM 317 MANAGING BRANDS AND CUSTOMER EQUITY
	19,30 - 20,50	ROOM 317 MANAGING BRANDS AND CUSTOMER EQUITY
WEDNESDAY	16,30 - 17,50	ROOM 326 Segmentation and positioning strategies
	18,00 - 19,20	ROOM 326 SEGMENTATION AND POSITIONING STRATEGIES
	19,30 - 20,50	ROOM 326 SEGMENTATION AND POSITIONING STRATEGIES

ROMANIAN-AMERICAN UNIVERSITY
SCHOOL OF MANAGEMENT – MARKETING
MASTER PROGRAMME - STRATEGIC MARKETING

II-nd year 2019/2020, I-st Semester, Module 1

DAY	HOUR	GROUP 2SMK
MONDAY	16,30 - 17,50	ROOM 327 Global marketing management
	18,00 - 19,20	ROOM 327 GLOBAL MARKETING MANAGEMENT
	19,30 - 20,50	ROOM 327 GLOBAL MARKETING MANAGEMENT
THURSDAY	16,30 - 17,50	ROOM 428 Marketing innovation lab
	18,00 - 19,20	ROOM 428 MARKETING INNOVATION LAB
	19,30 - 20,50	ROOM 428 Marketing innovation lab