

Timetable Module Marketing (MAR)

| Autumn 2024 | Monday | Tuesday | Wednesday | Thursday | Friday | |
|-------------|--|--|--------------------------------------|----------|---------------------------------|--|
| 8.00 h | | | | | | |
| 9.00 h | | | | | | |
| 10.00 h | | | | | | |
| 11.00 h | Digital Marketing Communication - Customer Orientation 2.0 (Bambauer 4.5 ECTS) | | Behavioral Economics (Herz 4.5 ECTS) | | | |
| 12.00 h | | | | | | |
| 13.00 h | | | | | B2B Marketing (Furrer 4.5 ECTS) | |
| 14.00 h | International Retail Management (Morschett 4.5 ECTS) | | | | | |
| 15.00 h | | Management of Innovation (Fauchart 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 -nur noch alle 2 Jahre!

| Spring 2025 | 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 | | | | | |

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| 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 | | | | | |

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

*Students, who have already attended the course “European Marketing” or “International Marketing” in Berne cannot attend this course.

| 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 | | | | | |
| 12.00 h | | Nouveaux trends de l'innovation (Fauchart 4.5 ECTS) | | | |
| 13.00 h | | | | | |
| 14.00 h | | | | | |
| 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.*