



# Marketing M.Sc. 1st Semester, Winter Term 2019/20

	St. Augustin	St. Augustin		St. Augustin	Rheinbach		
Status 08.08.2019	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
08:15 – 09:00	<b>08:45-13:00</b> <b>Product/Innovation Mngt. &amp; Services</b> Prof. Dr. Assmus  1.) 21.10. 2.) 28.10. 3.) 04.11. 4.) 11.11. 5.) 18.11. 6.) 25.11.  Room G 104						
09:00 – 09:45		<b>09:15-10:45</b> <b>Future Trends &amp; Scenario Techniques</b> Dr. Matthes (Except 15.10.2019) Room G 014		<b>09:00-13:15</b> <b>Sales</b> Dr. Kühl  1.) 17.10. 2.) 24.10. 3.) 07.11. 4.) 14.11. 5.) 21.11. 6.) 28.11.  Room G 014	<b>09:00-12:15</b> <b>Market Research</b> Prof. Dr. Assmus  Room H 201		
15 min break							
10:00 – 10:45							
10:45 – 11:30							
15 min break							
11:45 – 12:30		<b>11:00-12:30</b> <b>Business Model Generation</b> Prof. Dr. Böcker  Room G 014					
12:30 – 13:15		<b>15.10.2019</b> <b>12:30-13:30</b> <b>Campus Tour &amp; Lunch Break</b>			<b>25.10.2019</b> <b>12:15-12:45</b> <b>Campus Tour Rheinbach</b>		
15 min break							
13:30 – 14:15		<b>13:30-15:00</b> <b>Digitalization of Business Models</b> Prof. Dr. Böcker  Room G 014			<b>13:00-16:45</b> <b>Marketing Process &amp; Strategy 1</b> Lauszus  1.) 08.11. 2.) 15.11. 3.) 22.11. 4.) 29.11. 5.) 06.12. 6.) 17.01.  Room H 201		
14:15 – 15:00							
15 min break							
15:15 – 16:00		<b>22.10.2019</b> <b>15:00-16:00</b> <b>Library Tour St. Augustin Main Building (A), 1<sup>st</sup> floor</b>					
16:00 – 16:45							
15 min break							
17:00 – 17:45							
						<b>Subject to modification</b>	

**15.10.2019**  
**09:00-11:00**  
 Welcome Address & Group Photo  
 Room G 114