



Marketing M.Sc.
1st Semester, Winter Term 2020/21
Welcome Week 23.-30.10.2020

The web links to all online meetings will be provided in our [LEA course](#).

<i>Status</i> 09.10.2020	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
08:15 – 09:00						
09:00 – 09:45		27.10.2020 09:00-10:00 <i>Welcome Session Group 3</i>			23.10.2020 09:00-11:00 <i>Welcome Session Whole Class</i>	
15 min break	26.10.2020 10:00-11:00 <i>Library Introduction Whole Class</i>					
10:00 – 10:45						
10:45 – 11:30		27.10.2020 11:00-12:00 <i>Welcome Session Group 4</i>				
15 min break						
11:45 – 12:30						
12:30 – 13:15	26.10.2020 13:00-14:00 <i>Welcome Session Group 1</i>					
15 min break						
13:30 – 14:15		27.10.2020 14:00-15:00 <i>Welcome Session Group 5</i>				
14:15 – 15:00	26.10.2020 15:00-16:00 <i>Welcome Session Group 2</i>					
15 min break						
15:15 – 16:00						
16:00 – 16:45						
15 min break						
17:00 – 17:45						
						<i>Subject to modification</i>



The web links to all online lectures will be provided in the respective LEA course.

Status 09.10.2020	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
08:15 – 09:00	08:45-13:00 Product/ Innovation Mngt. & Services Prof. Dr. Assmus 1.) 02.11. 2.) 09.11. 3.) 16.11. 4.) 23.11. 5.) 30.11. 6.) 07.12. <i>Online Class</i>	08:30-10:45 Future Trends & Scenario Techniques Dr. Matthes <i>Online Class</i>		09:00-13:15 Sales Dr. Kühl 1. 05.11. 2. 12.11. 3. 19.11. 4. 26.11. 5. 03.12. 6. 10.12. <i>Online Class</i>	09:00-12:15 Market Research Prof. Dr. Assmus <i>Online Class</i>	
09:00 – 09:45						
15 min break						
10:00 – 10:45						
10:45 – 11:30			11:00-12:30 Business Model Generation Prof. Dr. Böcker <i>Online Class</i>			
15 min break						
11:45 – 12:30						
12:30 – 13:15						
15 min break						
13:30 – 14:15		13:30-15:00 Digitalization of Business Models Prof. Dr. Böcker <i>Online Class</i>			13:00-16:45 Marketing Process & Strategy 1 Lauszus 1.) 06.11. 2.) 13.11. 3.) 20.11. 4.) 27.11. 5.) 04.12. 6.) 15.01. <i>Online Class</i>	
14:15 – 15:00						
15 min break						
15:15 – 16:00						
16:00 – 16:45						
15 min break						
17:00 – 17:45						
						Subject to modification