



MARKETING		2 YEAR														FALL SEMESTER 2017														ROOM A-32			
AS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
	SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER											
MON	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	
08:30																																	
10:30	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	
13:30	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	Gibbert-Miniere	
15:30	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	Seele	
17:30																																	
TUE	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	
08:30	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	
10:30																																	
13:30	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba	Cantoni - Kalba		
15:30	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	Arbia	
17:30	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	Reinhold	
WED	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	
08:30	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	Cottier	
10:30	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	Rocci - Pollaroli	
13:30				de Chernatony																													
15:30	Scaglioni	Scaglioni	Scaglioni		Scaglioni	Scaglioni			Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli	Mandelli		
17:30																																	
THUR	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	
08:30	Haas	Haas		de Chernatony		de Chernatony	Hofstetter	Leischnig		McCahery	Mandelli	Hofstetter	McCahery	Leischnig																			
10:30			Merlo																														
13:30	Haas	Haas	Merlo	de Chernatony	Merlo	de Chernatony	Hofstetter	Leischnig		McCahery	Merlo	Hofstetter	McCahery	Leischnig																			
15:30																																	
17:30																																	
FRI	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	
08:30	Haas	Haas		de Chernatony		de Chernatony	Hofstetter	Leischnig		McCahery	Merlo	Hofstetter	McCahery	Leischnig																			
10:30																																	
13:30	Hofstetter	Scaglioni	Merlo	Scaglioni	Merlo		Hofstetter	Leischnig		McCahery	Merlo	Hofstetter	McCahery	Leischnig																			
15:30																																	
17:30																																	
SAT	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19		
	Hofstetter																																

Timetable subject to changes

Core courses			
Marketing Research	6	Gibbert-Miniere	
Distribution Management	3	Leischnig	
Marketing Strategy and Planning	3	Merlo	
Communication Law	1.5+1.5	Cottier	
Data Analysis A	3	Arbia	(exercises, Reinhold)
	18		
Electives			
Sales Management	3	Haas	
Strategic Brand Management	3	de Chernatony	
Minor in Corporate Social Responsibility			
Communication and Marketing Ethics	3	Seele	
Corporate Governance	3	McCahery	
Minor in Digital Marketing or Digital Communication			
Digital Corporate Communication	3	Mandelli	
Digital Marketing	3	Hofstetter	
Online Communication Design	3	Cantoni - Kalba	ska
Minor in Content Design			
Multimodal Rhetoric	3	Rocci - Pollaroli	
Transmedia Narratives	3	Scaglioni	
Minor in Public Communication			
Fundamentals in Public Communication	3	Villeneuve	see schedule Master in Public Management and Policy
Argumentation in Public Communication	3	Greco	
Comparative Public Administration	3	Villeneuve	
Intercultural Communication	3	Drzewiecka	
Social marketing	6	Suggs	