

Major: Marketing and Strategic Management

Spring Semester 2024

The courses are linked to the course directory of spring semester 2024.

Fundamentals	Specific Electives
Core Courses	Research Design

For the General Electives Courses please check the mid-term curricula or the course directory. There are too many to display here.

	Monday	Tuesday	Wednesday		Thursday		Friday	
08:00 - 09:00		70721 Marketing Analytics	62653 Game Theory until 17.04.24	63982 A Practical Introduction to Data Science	10663 Strategisches Dienstleistungs- management bis 21.03.24	63982 Übung: A Practical Introduction to Data Science	62653 Game Theory until 17.04.24	
09:00 - 10:00			16036 Microeconometrics and Statistical Learning					10653 Produktmanagement
10:00 - 11:00						33598 Integriertes Kommunikations- management ab 25.04.24 bis 23.5.24		
11:00 - 12:00								
12:00 - 13:00								
13:00 - 14:00								
14:00 - 15:00	43498 Psychological Theory in Consumer Behavior* 26.2. 11. & 25.3. 8. & 29.4. 13.5.24				10616 Applied Machine Learning until 11.04.24		43494 Survey Research Methodology* 22.3. 12.4. 26.4. 3.5. 17.5.2024	
15:00 - 16:00								
16:00 - 17:00								
17:00 - 18:00								
18:00 - 19:00								
19:00 - 20:00								

* These courses take place irregularly in this timeslot.

Block Courses and Seminars:

10630	Vorlesung: Industriegütermarketing	Do - Sa, 11. - 13.4.24, 10.15 - 18.00
22641	Lecture: Competitive Strategy	Summer School Course: July 1 - 11, 2024; special registration (see course directory)
70722	Colloquium: Marketing Strategy	Block course from 31.1. - 2.2.24; Early application until 1.1.24 (see course directory)
31953	Seminar: Behavioral Marketing	28.2.24, 12.15 - 16.00, 30.5.24, 12.15 - 18.00; Early application until 8.1.24 (see course directory)