



Agenda and Roomplan

Date	Time	Room	Main Topics	Lecturer
Tue, 8th Oct.	14-16	JUR 2	Course Overview & Introduction	Krafft
Wed, 9th Oct.	14-16	JUR 490	Introduction to Experiments	Lehmkuhle
Fri, 11th Oct.	noon	Learnweb	Due Date Registration Group Work / Announcement of Groups (till midnight)	-
Thu, 17th Oct.	10-16	HC A1 (Wilhelm-Klemm-Str. 6)	Irrational Behavior; Choice Architecture / Framing; Behavioral Pricing 1	Furchheim
Fri, 18th Oct.	10-14	S 1	Behavioral Pricing 2; New Product Development	Furchheim
Wed, 23rd Oct.	9-17	MCM 102	Group Meetings (Deadline for files Oct 21 st noon)	Lehmkuhle
Tue, 5th Nov.	14-16	JUR 2	Guest Lecture Henkel	Lorch
Wed, 6th Nov.	14-16	SP4 201 (Schlossplatz 4)	Sales Promotion	Gedenk
Fri, 15th Nov.	9-17	MCM 102	Group Meetings (Deadline for files Nov 13 th noon)	Lehmkuhle
Mon, 18th Nov.	14-16	ULB 101 (Krummer Timpen 5)	Consumer Behavior 1	Hoyer
Tue, 19th Nov.	12-16	JUR 3	Consumer Behavior 2	Hoyer
Wed, 20th Nov.	14-18	S 10	Consumer Behavior 3	Hoyer
Thu, 21st Nov.	14-18	S 2	Consumer Behavior 4	Hoyer
Fri, 22nd Nov.	10-12	S 9	Consumer Behavior 5	Hoyer
Fri, 22nd Nov.	17	Learnweb	Due Date Presentation	-
Mon, 25th Nov.	14-18	SCH 100.3	Consumer Behavior 6	Hoyer
Tue, 26th Nov.	14-18	S 9	Presentations 1	Krafft
Wed, 27st Nov.	14-18	HHü (Hüfferstr. 1)	Presentations 2	Krafft
Fri, 6th Dec.	12	Learnweb	Due Date Research Paper	-

