



Marketing Operations – Course Outline



Date	Time	Room	Main Topics
Tue, 21.05.2019	14-16	F1	01 Introduction
Wed, 22.05.2019	12-14	Aula am Aasee	<i>No Lecture due to Symposium Oeconomicum Münster</i>
Fr, 24.05.2019	10-12	H1	02 Market Response Functions I
Tue, 28.05.2019	14-16	F1	03 Market Response Functions II
Wed, 29.05.2019	12-14	Aula am Aasee	04 Parameter Estimation
Fr, 31.05.2019	10-12	H1	Tutorial 1
Tue, 04.06.2019	14-16	F1	05 PracticeCase I
Wed, 05.06.2019	12-14	Aula am Aasee	Tutorial 2
Fr, 07.06.2019	10-12	H1	06 Solution Practice Case I; Practice Case II
Tue, 11.06.2019	14-16	F1	<i>No Lecture due to Whitsun Holidays</i>
Wed, 12.06.2019	12-14	Aula am Aasee	<i>No Lecture due to Whitsun Holidays</i>
Fr, 14.06.2019	10-12	H1	<i>No Lecture due to Businesss Contacts</i>
Tue, 18.06.2019	14-16	F1	07 Methods of Optimization
Wed, 19.06.2019	12-14	Aula am Aasee	<i>No Lecture due to WiWi-Cup</i>
Fr, 21.06.2019	10-12	F1	Guest Lecture: McKinsey & Company, Inc.
Tue, 25.06.2019	14-16	F1	Guest Lecture: Interbrand GmbH
Wed, 26.06.2019	12-14	Aula am Aasee	08 Evaluation & Wrap-up
Fr, 28.06.2019	10-12	H1	Tutorial 3
Tue, 02.07.2019	14-16	F1	Tutorial 4
Wed, 03.07.2019	12-14	Aula am Aasee	Tutorial 5: Optional Q & A

