

Customer Relationship Management & Direct Marketing Course Outline

Date	Time	Room	Topic	Compulsory Attendance
Beginning of second term		Learnweb	Recorded lecture will be uploaded	X
07.01.2021 Thursday	12:00 – 18:00	Zoom	Speed Research Day Part 1 and Q&A	X
08.01.2021 Friday	12:00 – 18:00	Zoom	Speed Research Day Part 2, Tutorial and Guest Lecture	X
10.02.2021 Wednesday	08:00 – 16:00	tba; either Zoom or in presence	Final Presentations	X

