



Customer Relationship Management & Direct Marketing

Preliminary Course Outline – Block course



Date	Time	Room	Topic	Attendance needed
28.11.2023 <i>Tuesday</i>	08:00 – 14:00	MCM06	Lecture & Guest Lecture	X
29.11.2023 <i>Wednesday</i>	10:00 – 18:00	MCM06	Lecture & Guest Lecture	X
04.12.2023 <i>Monday</i>	10:00 – 18:00	MCM06	Speed Research Day	X
06.12.2023 <i>Wednesday</i>	10:00 – 12:00	MCM06	Tutorial	X
29.01.2024 <i>Monday</i>	10:00 – 18:00	MCM06	Final Presentations	X

