

MS IN MARKETING 2011-2012 COURSE SCHEDULE

SEPTEMBER SESSION 2011

MK 6121	MARKETING OF SERVICES	*	KORITOS
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FALL 2011 (September 19 - December 16)

MK 6011	MARKETING MANAGEMENT	M	KREPAPA
MK 6014	CONSUMER AND BUYER BEHAVIOR	T	KORITOS
MK 6040	BRAND MANAGEMENT	W	SAKELLARIOU
MK 6031	MARKETING RESEARCH	TH	VLACHOS

WINTER SESSION 2012

MK 6112	CREATING CUSTOMER VALUE (CRM)	M/W	SOURELI
MK 6030	MARKETING STRATEGY	T/TH	KORITOS

SPRING TERM 2012 (February 28 -June 1)

MK 6011	MARKETING MANAGEMENT	M	KREPAPA
MK 6232	MARKETING ENGINEERING	M	VLACHOS
MK 6333	MARKETING CONSULTANCY PROJECT	T	ANASTASIADIS
MK 6060	SALES AND CUSTOMER MANAGEMENT	W	SARANTIDOU
MK 6065	MARKETING COMMUNICATIONS	TH	PILIDOU

SUMMER SESSION 2012

MK 6119	BUSINESS TO BUSINESS MARKETING	*	NAUDE
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Required course

Elective course

* **PART I:**

Thursday	June 21	18:00-21:00
Friday	June 22	09:30-17:30 (13:00-14:00 lunch break)
Saturday	June 23	09:30-17:30 (13:00-14:00 lunch break)

PART II:

Thursday	July 5	18:00-21:00
Friday	July 6	09:30-17:30 (13:00-14:00 lunch break)
Saturday	July 7	09:30-17:30 (13:00-14:00 lunch break)

FINAL EXAM:

Friday	July 10	18:00-21:00
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