

Subject STRATEGIC MARKETING MANAGEMENT (SMM-CH34ISB-1)

Lecturer Dr. Thai Trung - Industry Guests

Venue 279 Nguyen Tri Phuong, District 10, HCMC

Session	Date	Time	Lecturer	Room
1	Friday, 20 September 2024	6.00 PM - 9.15 PM	Dr. Trung	B1.1407
2	Saturday, 21 September 2024	2.00 PM - 5.15 PM	Industry Guests (Case Study)	B1.1407
3	Sunday, 22 September 2024	9.00 AM - 12.15 PM	Dr. Trung	B1.1407
4	Friday, 27 September 2024	6.00 PM - 9.15 PM	Dr. Trung	B1.1407
5	Saturday, 28 September 2024	2.00 PM - 5.15 PM	Industry Guest (Coaching)	B1.1407
6	Sunday, 29 September 2024	9.00 AM - 12.15 PM	Dr. Trung	B1.1407
7	Friday, 4 October 2024	6.00 PM - 9.15 PM	Dr. Trung	TBA
8	Saturday, 5 October 2024	2.00 PM - 5.15 PM	Industry Guest (Coaching)	B1.1407
9	Sunday, 6 October 2024	9.00 AM - 12.15 PM	Dr. Trung	B1.1407
10	Friday, 11 October 2024	6.00 PM - 9.15 PM	Dr. Trung	TBA
11	Saturday, 12 October 2024	2.00 PM - 5.15 PM	Industry Guest (MBA Talk)	B1.1407
12	Sunday, 13 October 2024	9.00 AM - 12.15 PM	Dr. Trung	B1.1407
13	Friday, 18 October 2024	6.00 PM - 9.15 PM	Dr. Trung	B1.1408
14	Saturday, 19 October 2024	2.00 PM - 5.15 PM	Dr. Trung	B1.1407
15	Sunday, 20 October 2024	9.00 AM - 12.15 PM	Industry Guest (Coaching)	B1.1407
FINAL REPORT/FINAL EXAM			TBA	