


Professional MBA Marketing & Sales Time schedule 2021–2023

| BUSINESS CORE (PARTICIPANTS STATE THEIR PREFERRED TRACK UPON APPLICATION) | | | |
|---|---------------------------|---|---|
| | On-Campus Track | or Hybrid Track | Modules |
| 2021 | October 11–17 Mon–Sun | October 11–17 Mon–Sun | Orientation & Lift-Off › Managing People › Managing Organizations › Competitive Analysis & Strategy › Entrepreneurship & Innovation › Managerial Economics › Data Analysis & Decision Making › Financial Reporting › Financial Management › Controlling › Marketing Management › Global Markets › Operations Management › Information Systems Management › Leadership › Leadership Lab: Special Topics › Ethics & Corporate Social Responsibility |
| | November 25–28 Thu–Sun | November 26–27 ¹ Fri–Sat (+ online sessions)  | |
| 2022 | January 13–16 Thu–Sun | January 13–16 Thu–Sun | |
| | February 17–20 Thu–Sun | February 18–19 ¹ Fri–Sat (+ online sessions)  | |
| | March 24–27 Thu–Sun | March 24–27 Thu–Sun | |
| | May 5–8 Thu–Sun | May 6–7 ¹ Fri–Sat (+ online sessions)  | |
| | June 16–20 Thu–Mon | June 16–20 Thu–Mon | |

 On-Campus teaching  Online, synchronous teaching

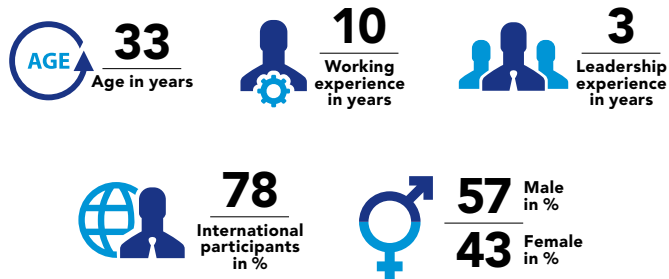
¹Online blocks consist of 2 full days of synchronous online sessions (see dates) and additional sessions (~2 day equivalent) prior to/after the synchronous sessions.

| SPECIALIZATION MARKETING & SALES (ON-CAMPUS) | | |
|--|---------------------------------------|---|
| 2022 | October 19–23 Wed–Sun | Managing your Brands & Products/ Marketing & Sales Lab |
| | December 1–4 Thu–Sun | Managing your Communication |
| 2023 | January 18–22 Wed–Sun | Managing your Marketing and Sales Financials |
| | March 9–12 Thu–Sun | Managing your Customer Relations |
| | June 30 Fri | Master’s Thesis Submission Date |
| | Summer semester (1 week) Dates tba | International Residency – USA |

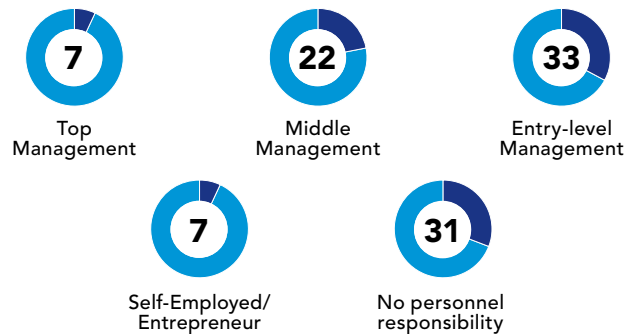
Modules take place 8:30am to 5:30pm, if not stated otherwise. Attendance is mandatory.

Professional MBA Marketing & Sales Student Profile*

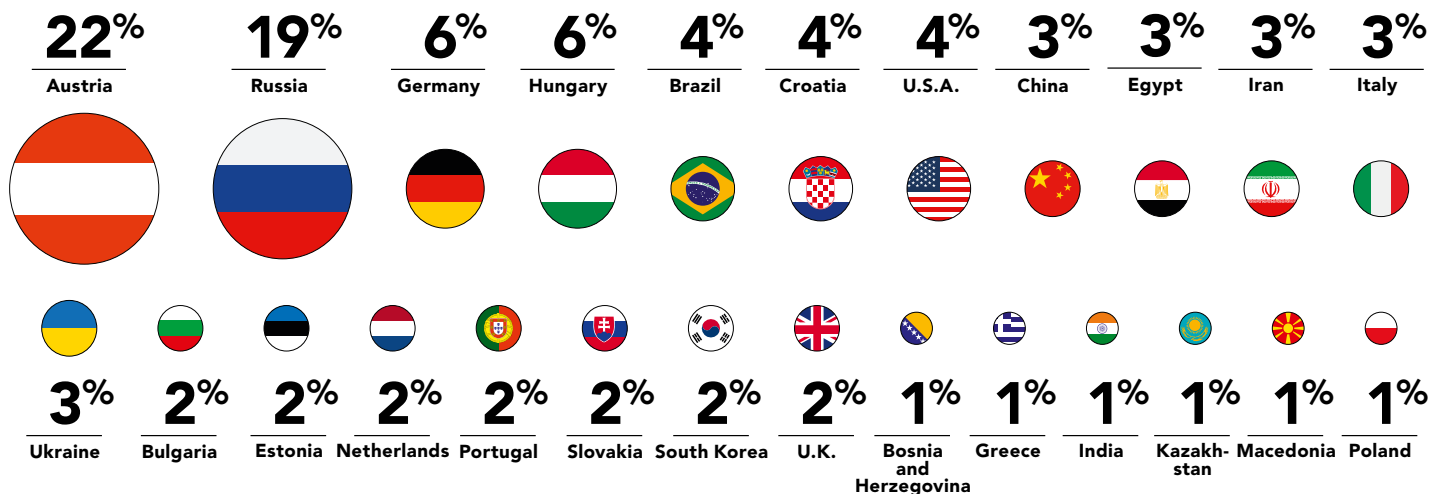
AVERAGE CLASS PROFILE



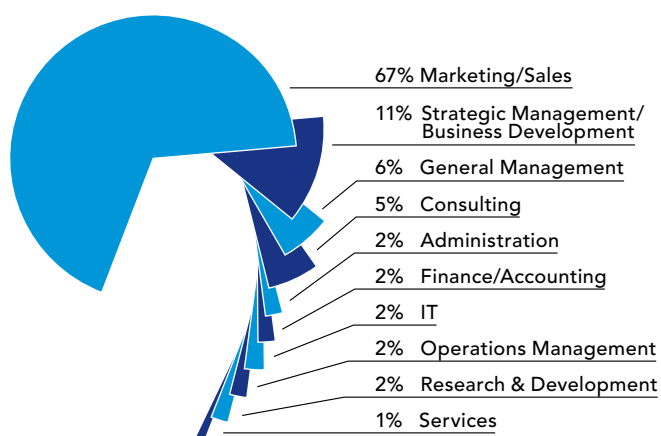
MANAGEMENT LEVEL (%)



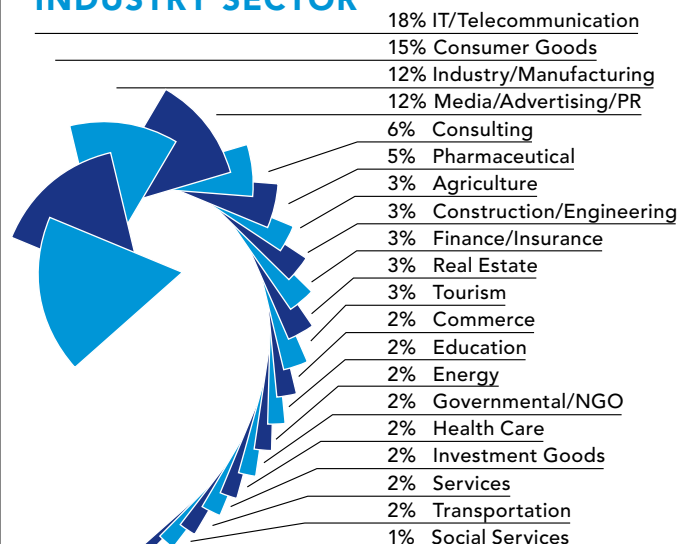
NATIONALITY



JOB FUNCTION



INDUSTRY SECTOR



* based on last 3 intakes