

Date	Time	Room	Topics
Tu March 18	8.30-10	A304	Introduction to the course + Contemporary topics in marketing
We March 19	10.15-11.45	A407	Doing academic research in marketing
Mo March 24	14.15-15.45	A304	Formulating a research problem & purpose
Mo March 24	16-17.30	A304	Workshop: Using AI in a research plan
We March 26	10.15-11.45	A304	Searching for information in library databases
Mo March 31	14.15-15.45	A304	Reviewing literature & Planning the research design
We April 2	8.30-10 10.15-11.45 12.30-14	8.30 G226F 10.15 G226F 12.30 G226F	Assignment # 1 session (one session per student)
We April 16	8.30-10 10.15-11.45	8.30 G226F 10.15 G226F	Qual thesis assignment session (one session per student)
Tu April 29	8.30-10 10.15-11-45	8.30 G226F 10.15 G226F	Quant thesis assignment session (one session per student)
Mo May 5	10.15-11.45 12.30-14 14.15-15.45	10.15 G226F 12.30 G226F 14.15- 15.45 G226F	Feedback on assignment # 2 session & Course conclusion (one session per student)