UNIVERSITÀ CATTOLICA del Sacro Cuore

SUMMER 2024

BRAND STRATEGY EXPERIENCE

Prof. VITULLI

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1	**JUNE 24**	**JUNE 25**	**JUNE 26**	**JUNE 27**	**JUNE 28**	**JUNE 29**	**JUNE 30**
	9:30 – 12:00 Orientation session	14.30-18.30 CLASS + **Brief Final Exam**	14.30-18.30 CLASS	9.30-13.30 **TUTORING Final Exam** 14.30-18.30 **COMPANY VISIT**	9.30-13.30 CLASS	FREE	FREE
Week 2	**JULY 1**	**JULY 2**	**JULY 3**	**JULY 4**	**JULY 5**	**JULY 6**	**JULY 7**
	11-13.30 **Midterm exam**	9.30-13.30 CLASS **In class group task** + 16.30-18.30 CLASS **In class group task**	9.30-13.30 CLASS 14.30-18.30 CLASS	14.30-18.30 **TUTORING Final Exam**	9.30-13.30 **FINAL EXAM**	FREE	FREE