UNIVERSITÀ CATTOLICA del Sacro Cuore

SUMMER 2024

COURSE NAME: Understanding the Customer

Proff. Mariarosaria Savarese and Mishell Orta

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1	**JULY 8**	**JULY 9**	**JULY 10**	**JULY 11**	**JULY 12**	**JULY 13**	**JULY 14**
	9:30 – 12:00 Orientation session Lecture 14.00-18.00	Lecture 9.00-13.00 Lecture 14.00-16.00	Fieldtrip 9.00-13.00	Lecture 9.00-13.00	Pitch 9:00 - 13:00 On campus	FREE	FREE
Week 2	**JULY 15**	**JULY 16**	**JULY 17**	**JULY 18**	**JULY 19**	**JULY 20**	**JULY 21**
	Lecture 9.00-13.00 Lecture 14.00-16.00	Lecture 9.00-13.00	Lecture 9.00-13.00	Lecture 9.00-13.00	Final exam and project presentation 9.00-13.00	FREE	FREE