



**UNIVERSITÀ
CATTOLICA**
del Sacro Cuore

WINTER 2024

COURSE: Understanding the customer: theories, trends, and values for an effective communication strategy

Professors: Michele Paleologo and Mishell Orta

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1	December 9	December 10	December 11	December 12	December 13	December 14	December 15
	<p>Orientation 9:30 -12:30 (room C.012)</p> <p>Lesson 14:30 – 17:30 (room C.118)</p>	<p>Lesson 9:30 – 12:30</p> <p>14:30 – 17:30 (room C.211)</p>	<p>Field Trip 10:30 -13:30</p>	<p>Lesson 9:30 – 12:30 (room C.211)</p> <p>14:30 – 17:30 (room C.016)</p>	<p>Lesson 9:30 – 12:30 (room C.211)</p>	FREE	FREE
Week 2	December 16	December 17	December 18	December 19	December 20	December 21	December 22
	<p>Lesson 9:30 – 12:30</p> <p>14:30 – 17:30 (room C.211)</p>	<p>Lesson 9:30 – 12:30</p> <p>14:30 – 17:30 (room C.211)</p>	<p>Lesson 9:30 – 12:30 (room C.211)</p>	<p>Lesson 9:30 – 12:30 (room C.211)</p>	<p>Lesson 9:30 – 13:30 (room C.211)</p>	FREE	FREE