

THE HONG KONG POLYTECHNIC UNIVERSITY
Institute for Entrepreneurship
Course Timetable

Date of Issue: **10-May-2017**

Course Code: **MDMGT1002702017A**
Title: **New Trends in CRM: Social CRM, Customer Analytics and Advocacy Marketing**
Instructor: **Mr. Matthew Lee**
Duration: **6** hours
Course Starting Date: **27-May-2017** Ending Date: **27-May-2017**

Date	Day	Time	PolyU Venue / Classroom	Activity	Instructor	Remarks
27-May-17	Sat	1:30pm - 7:30pm	M409	Lecture	Mr. Matthew Lee	

*** END ***

TBA: To be announced

The Institute for Entrepreneurship reserves the right to make changes to the above time-table and students will be informed.

A campus map of The Hong Kong Polytechnic University is copied at the back for your convenience.

The course will be postponed when a typhoon signal no. 8 is hoisted or a black rainstorm warning is issued.

For details, please visit the following website: http://www.polyu.edu.hk/ife/corp/en/corporate_training/bad_arrangement.php

