

International week 2021 program

**TCX Change**

march		Tuesday 2nd	Wednesday 3rd	Thursday 4th		Friday 5th
9h30 - 10h30	10h30 - 11h	Welcome speech	Purchasing and quality (lecture) L.Roullet	Direct Marketing & CRM (Course) C.Viot		
11h - 12h30		Digital marketing (Lecture) C.Salomon	Customer relationship management (Lecture) M.Odouard			Entrepreneurship (Course) A.Jounin
14h - 15h00	15h - 16h00	Management accounting (Lecture) A.Jounin	Reasearch working group	Round table discussion		
16h - 17h	17h - 18h			Activité TCI (french monuments)		