

DATE	PRESENTING GROUP	TOPIC	PAPER	DISCUSSANT GROUP
29.05.2019	Group H	Cultural Approaches to Branding	Diamond 2009	GROUP A
29.05.2019	Group F	Cultural Approaches to Branding	Deighton 2002	GROUP D
06.05.2019	Group G	Branding Services	Berry 2000	GROUP E
06.05.2019	Group B	Branding Services	Brodie 2006	GROUP C
08.05.2019	Group I	Brand Management in a Glocal World	Conejo 2015	GROUP B
08.05.2019	Group C	Brand Management in a Glocal World	Cayla 2008	GROUP I
13.05.2019	Group A	New Media & New Opportunities	Dessart 2015	GROUP G
13.05.2019	Group D	New Media & New Opportunities	Deighton 2009	GROUP F
13.05.2019	Group E	New Media & New Opportunities	Gensler 2013	GROUP H