

## MARK ARMSTRONG

STATUTORY PROFESSOR AND FELLOW OF ALL SOULS COLLEGE  
UNIVERSITY OF OXFORD  
MEMBER OF THE COUNCIL OF THE ECONOMETRIC SOCIETY  
FELLOW OF THE EUROPEAN ECONOMIC ASSOCIATION



### MINI COURSE IN ADVERTISING AND CONSUMER SEARCH

#### SCHEDULE FOR BOTH DECEMBER 13<sup>th</sup> AND 14<sup>th</sup>

9AM – 12PM	LECTURES OPEN FOR ALL PHD STUDENTS AND POSTDOCS FACULTY ROOM, JURIDICUM
12PM – 2PM	LUNCH BY INVITATION
2PM – 5.15PM	STUDENT PRESENTATIONS BY ADVANCED PHD STUDENTS INSTITUTE FOR MICROECONOMICS, JURIDICUM, 3RD FLOOR, ROOM 3.006

In the morning of December 13<sup>th</sup> and 14<sup>th</sup>, Mark Armstrong is going to give lectures on “Advertising and Consumer Search”. These lectures are intended for all PhD students and Postdocs.

This is followed by a joined lunch (by invitation) in order to continue the discussion and to have a break.

In the afternoon, there will be student presentations which are primarily designated to advanced PhD students of the economic departments in Bonn and Mannheim. Those students will have the opportunity to meet Mark Armstrong as well as present their own research projects to him and discuss it afterwards.

In order to apply for one of the slots for student presentations, please send an e-mail until **November 27<sup>th</sup>** to: [econ1@uni-bonn.de](mailto:econ1@uni-bonn.de).

For participants from Mannheim:  
Hotel rooms in Bonn are already reserved for you.