

TRADE E CONSUMER MARKETING (TRADE)
DD - GRENOBLE ECOLE DE MANAGEMENT, GEM, FRANCIA
studenti in scambio accademico nell'a.a. 2021/2022

#	INSEGNAMENTI OBBLIGATORI 1 ANNO	Moduli	SSD	CFU	attività	Sem.
1	Channel Management		SECS-P/08	7	C	1
2	Brand Management	Branding	SECS-P/08	5	C	1
		Fashion and Design Marketing	SECS-P/08	5	B	
3	Understanding Global Economy		SECS-P/06	8	B	2
4	Shopper Marketing	Shopper Marketing	SECS-P/08	5	C	2
		Retail Marketing	SECS-P/08	5	B	
5	Modern Retail Development		SECS-P/12	8	B	2
6	Statistics for Management		SECS-S/01	5	B	2
7	Business English		L-LIN/12	3	F	1
#	INSEGNAMENTI A SCELTA - PARMA - a.a. 2020/2021		SSD	CFU	attività	Sem.
1	Sociologia dei consumi alimentari (in inglese)		SPS/07	6	D	1
2	Laboratorio di Negoziazione		SECS-P/08	3	D	2
3	Laboratorio Design Thinking		SECS-P/08	4	D	2
4	Health and Wellness Marketing (in inglese)		SECS-P/08	5	D	2
5	Cittadinanza e costituzione		IUS/08	6	D	2
6	Sviluppo sostenibile		NN	6	D	2
7	Quality assurance in ambito formativo: processi, metodi e strategie nella universita' in Italia		NN	3	D	1
8	tirocinio formativo (STI-STA-STE)			8	D	
9	tirocinio formativo (STI-STA-STE)			6	D	
10	tirocinio formativo (STI-STA-STE)			4	D	

#	INSEGNAMENTI OBBLIGATORI 2 ANNO - GRENOBLE		SSD	CFU	attività	Sem.
1	Marketing for digital products and services		IUS/04	6	B	1
2	Governance and performance of organizations		SECS-P/08	6	B	2
3	Global disruptive trends and geopolitical future		SECS-P/08	6	B	2
4	Global marketing and new trends		SECS-P/08	5	B	2
5	Management & leadership		SECS-P/08	5	B	2
6	Strategy and business model 2020-2021		SECS-P/08	6	B	2
7	Company transformation		SECS-S/01	4	B	2
8	Global business challenge		SECS-S/01	5	B	2
	24 CFU da scegliere tra i seguenti INSEGNAMENTI A SCELTA 2 ANNO - GRENOBLE		SSD	CFU	attività	Sem.
1	Western Intellectual Heritage		SPS/08	6	D	1

2	Strategy as practice for Middle Manager: Learning how to strategize		SECS-P/08	6	D	1
3	Business Ethics		SECS-P/07	6	D	1
4	Creating new markets with proactive marketing techniques		SECS-P/08	6	D	1
5	Sustainability as a strategic lever for companies		SECS-P/08	6	D	1
6	Modernity and Beyond : Key Ideas in Contemporary Social Theory		SECS-P/06	6	D	1
7	Advanced Marketing Research		SECS-P/08	6	D	1
8	Social Marketing		SECS-P/08	6	D	1
9	International Sales Management		SECS-P/08	6	D	1
10	Managing Cultural Diversity		SECS-P/08	6	D	1
11	Introduction to derivatives		SECS-P/11	6	D	1
	ATTIVITA' FORMATIVE OBBLIGATORIE 2 ANNO - 2 SEM.	SSD	SSD	CFU	Attività	Sem.
1	TOEIC Test (ulteriore accertamento lingua inglese)	L-LIN/12	L-LIN/12	3	F	2
2	Research project on Technology Management	SECS-P/08	SECS-P/08	4	B	2
3	Research project on Foreign Language	SECS-P/08	SECS-P/08	4	C	2
4	Internship - Tirocinio curricolare full time di tre mesi			4	D	2
	PROVA FINALE			CFU	Attività	
1	GRAN MEMOIRE			14	E	