

**TRADE E CONSUMER MARKETING (TRADE)**  
**DD Bochum University of Applied Sciences**  
**studenti in scambio accademico nell'a.a. 2021/2022**

INSEGNAMENTI OBBLIGATORI 1 ANNO	Moduli	SSD	CFU	attività
Channel Management		SECS-P/08	8	C
Brand Management	Branding	SECS-P/08	5	C
	Fashion and Design Marketing	SECS-P/08	5	B
Behavioural Economics (in lingua inglese)		SECS-P/06	7	B
Shopper Marketing	Shopper Marketing	SECS-P/08	6	C
	Retail Marketing	SECS-P/08	5	B
Modern Retail Development (in lingua inglese)		SECS-P/12	8	B
Statistics for Management		SECS-S/01	5	B
Business English (B2)		L-LIN12	3	F
<b>8 cfu da scegliere tra:</b>				
Sociologia dei Consumi alimentari		SPS/07	6	D
Laboratorio di Negoziazione		SECS-P/08	3	D
Laboratorio Design Thinking		SECS-P/08	3	D
Laboratorio Digital and analytics		SECS-P/08	3	D
Health and Wellness Marketing (in inglese)		SECS-P/08	5	D
Quality assurance in ambito formativo: processi, metodi e strategie nella universita' in Italia		NN	3	D
Sviluppo sostenibile		NN	6	D
Cittadinanza e costituzione		IUS/08	6	D
tirocinio formativo (STI-STA-STE)				
tirocinio formativo (STI-STA-STE)				
tirocinio formativo (STI-STA-STE)				
<b>2 ANNO INSEGNAMENTI OBBLIGATORI - BOCHUM - in Lingua Inglese</b>		SSD	CFU	attività
The Global Economy		SECS-P/08	7	B
Leadership/Management in an International Context		SECS-P/08	7	B
Research Methods		SECS-S/01	9	B
Production and Logistics Management		SECS-P/08	7	B
International Sales Management		SECS-P/08	6	B
Institutional economics		IUS/04	6	B
Intercultural competence + German language course		SECS-P/08	6	B
<b>PROVA FINALE</b>		SSD	CFU	Attività

	THESIS			PROFIN	10	E
2	DISCUSSION			PROFIN	4	E
3	PREPARATION FOR FINAL DISSERTATION – MOD. 1 (DD)			SECS-P/08	8	D
4	PREPARATION FOR FINAL DISSERTATION – MOD. 2 (DD)			SECS-P/08	8	D