



TRADE E CONSUMER MARKETING (TRADE)

Classe LM-77 - Lauree magistrali in Scienze Economico-Aziendali

Presidente: Prof.ssa Cristina Ziliani

Piano degli studi – studenti immatricolati a.a. 2024/2025

Primo anno

#	Insegnamento	Moduli	SSD	CFU
1	Brand Management and Communication	Branding	SECS-P/08	5
		Digital e Content Marketing	SECS-P/08	5
2	Business English (B2)		L-LIN/12	3
3	Channel Management		SECS-P/08	8
4	Modern Retail Development (in lingua inglese)		SECS-P/12	8
5	Economics for management (in lingua inglese)		SECS-P/06	7
6	Shopper marketing	Shopper Marketing	SECS-P/08	6
		Retail Marketing	SECS-P/08	5
7	Statistics for Management		SECS-S/01	5

Secondo anno

#	Insegnamento	Moduli	SSD	CFU
8	Consumer Behaviour Analysis	Neuroshopping	SECS-P/08	5
		Consumer Behaviour Analysis	SECS-P/08	6
9	Data Science for Marketing		SECS-S/01	9
10	Loyalty Marketing and CRM (in Lingua Inglese)	Loyalty Marketing	SECS-P/08	5
		CRM and Customer Analytics	SECS-P/08	5
11	E-commerce e Channel Analytics	Channel Metrics	SECS-P/08	5
		E-commerce e Digital analytics	SECS-P/08	5
12	Marketing Law (in Lingua Inglese)		IUS/04	6

	CFU
Crediti liberi	8-15
Tesi di laurea	14
Totale cfu	120