



TRADE E CONSUMER MARKETING (TRADE)

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

Presidente: Prof.ssa Cristina Ziliani

Piano degli studi studenti part-time - studenti immatricolati a.a. 2024/2025

#	Insegnamento	Moduli	SSD	CFU	Semestre Lezioni	Anno
1	Brand Management and Communication	Branding	SECS-P/08	5	1	1
		Digital e Content Marketing	SECS-P/08	5		
2	Channel Management		SECS-P/08	8	1	1
3	Modern Retail Development (in lingua inglese)		SECS-P/12	8	1	1
4	Economics for management (in lingua inglese)		SECS-P/06	7	2	1
5	Business English (B2)		L-LIN/12	3	1	2
6	Shopper marketing	Shopper Marketing	SECS-P/08	6	2	2
		Retail Marketing	SECS-P/08	5		
7	Loyalty Marketing and CRM (in Lingua Inglese)	Loyalty Marketing	SECS-P/08	5	1	2
		CRM and Customer Analytics	SECS-P/08	5		
8	E-commerce e Channel Analytics	Channel Metrics	SECS-P/08	5	2	2
		E-commerce e Digital analytics	SECS-P/08	5		
9	Consumer Behaviour Analysis	Neuroshopping	SECS-P/08	5	1	3
		Consumer Behaviour Analysis	SECS-P/08	6		
10	Statistics for Management		SECS-S/01	5	2	3
11	Data Science for Marketing		SECS-S/01	9	1	4
12	Marketing Law (in Lingua Inglese)		IUS/04	6	2	4

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