UNIVERSITÀ DI PARMA

DIPARTIMENTO DI SCIENZE ECONOMICHE E AZIENDALI

TRADE E CONSUMER MARKETING (TRADE)

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

Presidente: Prof.ssa Sabrina Latusi

Piano degli studi *– studenti immatricolati a.a. 2026/2027*

Primo anno

#	Insegnamento	Moduli	SSD	CFU
1	Brand Management and Communication	Branding	ECON-07/A	5
		Digital e Content Marketing	ECON-07/A	5
2	Business English (B2)		ANGL-01/C	3
3	Channel Management		ECON-07/A	8
4	Modern Retail Development **(in lingua inglese)**		STEC-01/B	8
5	Economics for management **(in lingua inglese)**		ECON-04/A	7
6	Shopper marketing	Shopper Marketing	ECON-07/A	6
		Retail Marketing	ECON-07/A	5
7	Statistics for Management		STAT-01/A	5

Secondo anno

#	Insegnamento	Moduli	SSD	CFU
8	Consumer Behaviour Analysis	Neuroshopping	ECON-07/A	5
		Consumer Behaviour Analysis	ECON-07/A	6
9	Data Science for Marketing		STAT-01/A	9
10	Loyalty Marketing and CRM **(in Lingua Inglese)**	Loyalty Marketing	ECON-07/A	5
		CRM and Customer Analytics	ECON-07/A	5
11	E-commerce e Channel Analytics	Channel Metrics	ECON-07/A	5
		E-commerce and Digital analytics **(in lingua inglese)**	ECON-07/A	5
12	Marketing Law		GIUR-02/A	6

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