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 part-time - studenti immatricolati a.a. 2026/2027

#	Insegnamento	Moduli	SSD	CFU	Anno
1	Brand Management and Communication	Branding	ECON-07/A	5	1
		Digital e Content Marketing	ECON-07/A	5	
2	Channel Management		ECON-07/A	8	1
3	Modern Retail Development **(in lingua inglese)**		STEC-01/B	8	1
4	Economics for management **(in lingua inglese)**		ECON-04/A	7	1
5	Business English (B2)		ANGL-01/C	3	2
6	Shopper marketing	Shopper Marketing	ECON-07/A	6	2
		Retail Marketing	ECON-07/A	5	
7	Loyalty Marketing and CRM **(in Lingua Inglese)**	Loyalty Marketing	ECON-07/A	5	2
		CRM and Customer Analytics	ECON-07/A	5	
8	E-commerce e Channel Analytics	Channel Metrics	ECON-07/A	5	2
		E-commerce and Digital analytics **(in Lingua Inglese)**	ECON-07/A	5	
9	Consumer Behaviour Analysis	Neuroshopping	ECON-07/A	5	3
		Consumer Behaviour Analysis	ECON-07/A	6	
10	Statistics for Management		STAT-01/A	5	3
11	Data Science for Marketing		STAT-01/A	9	4
12	Marketing Law		GIUR-02/A	6	4

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