



Corso di Laurea Magistrale/Master's Degree in
INTERNATIONAL MANAGEMENT AND MARKETING

Classe delle Lauree Magistrali n. 77 - Scienze economico- aziendali
<https://ls-imm.unibg.it/en>

nome/NAME:	
cognome/SURNAME:	
matricola/STUDENT'S NUMBER:	
firma/SIGNATURE:	data/DATE:

curriculum: **MARKETING**

STUDY PLAN A.Y. 2024-2025
enrolment a.y. 2024-2025 (coorte 2024)

code	SSD	FIRST YEAR (A.Y. 2024-2025)	CFU	hours	term
164010-ENG	SECS-P/08	Market Research and Consumer Marketing	12	96	1+2
164009-ENG	SECS-P/08	Marketing Strategies and Brand Management	12	96	1+2
134005-ENG	SECS-S/03	Statistics for Management	6	48	1
65103	IUS/05	Emerging Technologies Law	6	36	1
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48	2
164011-ENG	SECS-P/08	Industrial and Trade Marketing	6	48	2
184001-ENG	SECS-P/08	Retailing and Sales	6	48	2
		scelta tra/ 1 choice from the following:			
164017-ENG	SECS-P/08	Digital Marketing and Analytics	6	48	1
134003-ENG	SECS-P/09	Managerial Finance			2
164015-ENG	M-PSI/06	Psychology of Consumption and Financial Behaviour			2
total First year credits			60		

code	SSD	SECOND YEAR (A.Y. 2025-2026)	CFU	hours	term
910004-ENG	SECS-P/08	International Business and Trade	9	72	2
		scelta tra/ 1 choice from the following:			
164003-ENG	SECS-P/12	Business History	6	48	1
149014-ENG	SECS-P/02	Digital Transformation and Policies			1
134006-ENG	SECS-P/10	Social Topics in Organization	6	48	1
		scelta tra/ 1 choice from the following:			
179002-EN1	SECS-P/07	Governing sustainability	6	48	1
149011-ENG	SECS-S/03	Text Mining and Sentiment Analysis		48	2
165019	SECS-P/08	Applied Management Research Methods		48	2
640014-ENG	M-PSI/03	PSYCHOMETRICS		36	1
90025		Stage/internship			
		scelta tra/ 1 choice from the following:			
184006-ENG	NN	Professional Digital Skills-1 (Focus on Marketing)	3		
184007-ENG	NN	Professional Digital Skills-2 (Focus on Marketing)			
		Elective courses	15		
184000-ENG		Final dissertation	15		
total Second year credits			60		
TOTAL CREDITS			120		