



Corso di Laurea Magistrale/Master's Degree in
MANAGEMENT, MARKETING and FINANCE

Classe delle Lauree Magistrali n. 77 - Scienze economico- aziendali

<https://ls-mmf.unibg.it/en>

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

curriculum: **MARKETING MANAGEMENT**

STUDY PLAN A.Y. 2023-2024
enrolment a.y. 2022-2023 (coorte 2022 - 2nd year)

code	SSD	FIRST YEAR (A.Y. 2022-2023)	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
164011-ENG	SECS-P/08	Industrial and Trade Marketing	6	48	2
164007-ENG	SECS-P/09	Corporate Finance and Financial Innovation	9	72	2
		scelta tra/ 1 choice from the following:			
134005-ENG	SECS-S/03	Statistics for Management	9	72	1
910001-ENG	SECS-S/01	Probability and Statistics for Business and Finance (advanced)			1
		scelta tra/ 1 choice from the following:			
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48	2
149006-ENG	SECS-P/02	European Economic Policy			1
		scelta tra/ 1 choice from the following:			
65103	IUS/05	Emerging Technologies Law	6	36	1
164002-ENG	IUS/05	Banking, Insurance and Financial Markets Law		48	1
total First year credits			60		

code	SSD	SECOND YEAR (A.Y. 2023-2024)	CFU	hours	term
134006-ENG	SECS-P/10	Social Topics in Organization	6	48	1
164003-ENG	SECS-P/12	Business History	6	48	1
910004-ENG	SECS-P/08	International Business and Trade	9	72	2
		scelta tra/ 1 choice from the following:			
164017-ENG	SECS-P/08	Digital Marketing and Analytics	6	48	1
164015-ENG	M-PSI/06	Psychology of Consumption and Financial Behaviour			2
		scelta tra/ 1 choice from the following:			
900004MOD2	SECS-P/07	Governing Sustainability	6	48	1
640014-ENG	M-PSI/03	Psychometrics (SUS)		36	1
165019	SECS-P/08	Applied Management Research Methods		48	2
90025		Stage/internship			
		Elective courses	12		
164001-ENG		Final dissertation	15		
total Second year credits			60		
TOTAL CREDITS			120		