UNIVERSITÀ DEGLI STUDI DI BERGAMO | Department of Management

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

Ordinamento didattico: 2023 - 2025

curriculum: **MARKETING**

nome/NAME:	
cognome/SURNAME:	
matricola/STUDENT'S NUMBER:	
firma/SIGNATURE:	DATA/date:

STUDY PLAN PART TIME (rev. a.y. 2026-2027)
enrolment PART TIME from coorte 2023

code	SSD	FIRST YEAR PT		CFU	hours
164010-ENG	SECS-P/08	Market Research and Consumer Marketing		12	96
134005-ENG	SECS-S/03	Statistics for Management		6	48
184001-ENG	SECS-P/08	Retaling and Sales		6	48
		scelta tra/ 1 choice from the following:			
164017-ENG	SECS-P/08	Digital Marketing and Analytics		6	48
134003-ENG	SECS-P/09	Managerial Finance			
164015-ENG	M-PSI/06	Psychology of Consumption and Financial Behaviour (offered since AY 2025-2026)			
184010-ENG	SECS-P/08	Design Thinking Bootcamp (offered from AY 2026-2027)			
		TOTAL CREDITS 1st year PT		***30***	

code	SSD	SECOND YEAR PT		CFU	hours
164009-ENG	SECS-P/08	Marketing Strategies and Brand Management (from AY 2026-2027 RID 184010-ENG Market Research and Consumer Marketing)		12	96
65103	IUS/05	Emerging Technologies Law		6	36
164011-ENG	SECS-P/08	Industrial and Trade Marketing		6	48
164004-ENG	SECS-P/01	Special Issues in International Economics		6	48
		TOTAL CREDITS 2nd year PT		***30***	
		TOTAL FIRST AND SECOND YEAR PT CREDITS		***60***	

code	SSD	THIRD YEAR PT		CFU	hours
134006-ENG	SECS-P/10	Social Topics in Organization		6	48
910004-ENG	SECS-P/08	International Business and Trade (from AY 2026-2027 RID 184012-ENG Global Strategic Management)		9	72
		scelta tra/ 1 choice from the following:			
164003-ENG	SECS-P/12	Business History		6	48
149014.ENG	SECS-P/02	Digital Transformation and Policies (offered from a,a. 2024-2025)			
		scelta tra/ 1 choice from the following:			
179002-EN1	SECS-P/07	Governing Sustainability		6	48
640014-ENG	M-PSI/03	Psychometrics (SUS)			36
149011-ENG	SECS-S/03	Text Mining and Sentiment Analysis			48
165019	SECS-P/08	Applied Management Research Methods			48
90025		Stage/internship			
184006-ENG	NN	Professional Digital Skills-1 (Focus on Marketing)		3	
		TOTAL CREDITS 3rd year PT		***30***	

code	SSD	FORTH YEAR PT		CFU	hours
		Elective courses		15	
184000-ENG		Final dissertation		15	
		TOTAL CREDITS 4th year PT		***30***	
		TOTAL THIRD AND FORTH YEAR PT CREDITS		***60***	
		TOTAL CREDITS		***120***	

(*) **SCELTA LIBERA DELLO STUDENTE/ELECTIVE COURSES**

Lo studente può inserire nel piano di studi attività formative autonomamente scelte purché coerenti con il progetto formativo. Per l'acquisizione dei relativi crediti è richiesto il superamento dell'esame o di altra forma di verifica del profitto /

Students can choose activities consistent with the study plan. For the acquisition of the related credits, it is required to pass the exam or other form of verification of profit.

Il Consiglio di corso di studi (CCS) approva ogni anno una lista degli insegnamenti che possono essere inseriti nelle SL (PANIERE) la cui coerenza è verificata a priori. Le scelte extra paniere devono essere autorizzate dal CCS previa richiesta adeguatamente motivata /

The Faculty Board (CCS) approves each year a list of courses that can be included in the SL (PANIERE) whose coherence is verified a priori. Extra basket choices (EXTRA PANIERE) must be authorized by the CCS upon suitably justified request. **The study plans available in the Course Catalogue include the elective courses (paniere) recommended by the IMM Faculty Board (CCS).**

GENERAL RULES ELECTIVE COURSES (SCELTE LIBERE)
In the ELECTIVE COURSES ("SL") section, you may include courses/learning activities offered by the University (preferably taught in English) and/or language learning activities (AAL) provided by Centro Linguistico di Ateneo (CLA), provided they are consistent with your educational pathway.
You CANNOT include:
• Courses/learning activities with content already covered—even partially—(EQUIVALENT OR SIMILAR CONTENT) in the courses included in your study plan;
• Courses/learning activities (or similar) that were passed in your previous academic career and/or are at a basic level.

codice/ code	**altre attività da inserire nelle scelte libere/*elective courses* :**	**EXTRA PANIERE**

MOTIVAZIONE IN CASO DI SCELTA DI INSEGNAMENTI EXTRA-PANIERE DA SOTTOPORRE ALL'AUTORIZZAZIONE DEL CONSIGLIO DI CORSO DI STUDI / *Explanation for Extra basket choices (EXTRA PANIERE) to be authorized by the Board of Studies (CCS)*