



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

curriculum: **MARKETING**

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

**STUDY PLAN PART TIME**  
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code	SSD	FIRST YEAR PT (offered from a.y. 2023-2024)	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	Retailing and Sales	6	48
		<b>scelta tra/ 1 choice from the following:</b>		
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		
<i>TOTAL CREDITS 1st year PT</i>			<b>30</b>	

code	SSD	SECOND YEAR PT	CFU	hours
164009-ENG	SECS-P/08	Marketing Strategies and Brand Management	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
<i>TOTAL CREDITS 2nd year PT</i>			<b>30</b>	
<i>TOTAL FIRST AND SECOND YEAR PT CREDITS</i>			<b>60</b>	

code	SSD	THIRD YEAR PT (offered from a.y. 2024-2025)	CFU	hours
134006-ENG	SECS-P/10	Social Topics in Organization	6	48
910004-ENG	SECS-P/08	International Business and Trade	9	72
		<b>scelta tra/ 1 choice from the following:</b>		
164003-ENG	SECS-P/12	Business History	6	48
149014-ENG	SECS-P/02	Digital Transformation and Policies (offered from a.a. 2024-2025)		
		<b>scelta tra/ 1 choice from the following:</b>		
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		
		<b>scelta tra/ 1 choice from the following:*</b>		
184006-ENG	NN	Professional Digital Skills-1 (Focus on Marketing) - *mandatory for a.a. 2024-25	3	
184007-ENG	NN	Professional Digital Skills-2 (Focus on Marketing) - *elective course for a.a. 2024-25		
<i>TOTAL CREDITS 3rd year PT</i>			<b>30</b>	

code	SSD	FORTH YEAR PT	CFU	hours
		Elective courses	15	
184000-ENG		Final dissertation	15	
<i>TOTAL CREDITS 4th year PT</i>			<b>30</b>	
<i>TOTAL THIRD AND FORTH YEAR PT CREDITS</i>			<b>60</b>	

**TOTAL CREDITS 120**