



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO

Dipartimento  
di Scienze Aziendali

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>

curriculum: **Marketing Management**

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

**STUDY PLAN PART TIME (rev. a.y. 2022-2023)**  
**enrolment PART TIME from a.y. 2021-2022 (coorte 2021 e 2022)**

code	SSD	1st YEAR PT (from a.y. 2021-2022)	CFU	hours
164010-ENG	SECS-P/08	Market Research and Consumer Marketing	12	96
164007-ENG	SECS-P/09	Corporate Finance and Financial Innovation	9	72
		<b>scelta tra/ 1 out of:</b>		
134005-ENG	SECS-S/03	Statistics for Management	9	72
910001-ENG	SECS-S/01	Probability and Statistics for Business and Finance (advanced)		
TOTAL CREDITS 1st year PT			30	
code	SSD	2nd YEAR PT	CFU	hours
164009-ENG	SECS-P/08	Marketing Strategies and Brand Management	12	96
164011-ENG	SECS-P/08	Industrial and Trade Marketing	6	48
		<b>scelta tra/ 1 out of:</b>		
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48
149006-ENG	SECS-P/02	European Economic Policy		
		<b>scelta tra/ 1 out of:</b>		
65103	IUS/05	Emerging Technologies Law	6	36
164002-ENG	IUS/05	Banking, Insurance and Financial Markets Law		48
TOTAL CREDITS 2nd year PT			30	
TOTAL FIRST AND SECOND YEAR PT CREDITS			60	

code	SSD	3rd YEAR PT (from a.y. 2022-23)	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 out of:</b>		
149014-ENG	SECS-P/02	Digital Transformations and Policies	6	48
164003-ENG	SECS-P/12	Business History		
		<b>scelta tra/ 1 out of:</b>		
164017-ENG	SECS-P/08	Digital Marketing and Analytics	6	48
164015-ENG	M-PSI/06	Psychology of Consumption and Financial Behaviour		
		<b>scelta tra/ 1 out of:</b>		
900004MOD2	SECS-P/07	Governing Sustainability		48
640014-ENG	M-PSI/03	Psychometrics (SUS)		48
149011-ENG	SECS-S/03	Text Mining and Sentiment Analysis	6	30
165019	SECS-P/08	Applied Management Research Methods		
90025		Stage/internship		
TOTAL CREDITS 3rd year PT			33	
code	SSD	4th YEAR PT	CFU	hours
		Elective courses	12	
164001-ENG		Final dissertation	15	
TOTAL CREDITS 4th year PT			27	
TOTAL THIRD AND FORTH YEAR PT CREDITS			60	

**TOTAL CREDITS 120**