

TRADE AND CONSUMER MARKETING**2017/18**

STUDENTI PART TIME

Classe LM-77

Insegnamento	moduli	SSD	CFU	Anno per studenti part time	attività
Channel Management		SECS-P/08	8	1	affini
Brand Management		SECS-P/08	7	1	car
Understanding Global Economy		SECS-P/02	8	1	car
Shopper Marketing	Shopper Marketing	SECS-P/08	5	2	affini
	Retail Marketing	SECS-P/08	5	2	car
Modern Retail Development		SECS-P/12	9	1	car
Statistics for Management		SECS-S/01	5	3	car
Digital Marketing	Digital and Loyalty Marketing	SECS-P/08	6	2	car
	Social Media Marketing	SECS-P/08	5	2	car
Neuroshopping	Neuroshopping	SECS-P/08	5	3	car
	Consumer Behaviour Analysis	SECS-P/08	6	3	car
Data Science for Marketing		SECS-S/01	9	4	car
Marketing Intelligence	Marketing Metrics	SECS-P/08	6	2	car
	Fashion and Design Marketing	SECS-P/08	5	2	car
Marketing Law		IUS/04	6	4	car
Business English			3	2	taf F
	Attività a scelta		8		
	Tesi		14		

Totale

120