



TRADE E CONSUMER MARKETING (TRADE)

Classe LM77 - Lauree magistrali in Scienze Economico-Aziendali

Presidente Prof.ssa Cristina Ziliani

DOUBLE DEGREE - GEM – Grenoble École de Management (Francia)

studenti immatricolati a.a. 2017/2018

Primo anno

#	Insegnamento	Moduli	SSD	CFU	Semestre Lezioni
1	Channel Management		SECS-P/08	8	1
2	Brand Management		SECS-P/08	7	1
3	Understanding Global Economy		SECS-P/02	8	2
4	Shopper marketing	Shopper Marketing	SECS-P/08	5	2
		Retail Marketing	SECS-P/08	5	2
5	Modern Retail Development		SECS-P/12	9	2
6	Statistics for Management		SECS-S/01	5	1
7	Business English (B2)		L-LIN/12	3	1
	Optional course di Trade a Parma (si veda lista esami liberi)			8	1 e 2
	Tirocinio			4-6-8	

Secondo anno – Insegnamenti obbligatori a Grenoble

#	Insegnamento	SSD	CFU	Semestre Lezioni
1	Corporate governance	SECS-P/08	6	2
2	Global Marketing and Strategy	SECS-P/08	6	2
3	International Business Law	IUS/04	6	1
4	Geopolitics	SECS-P/08	6	2
5	Leadership and Responsible Management	SECS-P/08	6	2
6	Strategy Innovation and Entrepreneurship	SECS-P/08	6	2
4	Advanced Decision Techniques	SECS-S/01	9	2



Secondo anno – 24 CFU da scegliere tra i seguenti Insegnamenti a scelta 2 anno - Grenoble

#	Insegnamento		SSD	CFU	Semestre Lezioni
1	Western Intellectual Heritage		SPS/08	6	1
2	Energy Marketing & Strategy		SECS-P/08	6	1
3	Business Ethics		SECS-P/07	6	1
4	Corporate Social Responsibility and Ethics in the Global Economy		SECS-P/07	6	1
5	Strategy in the biopharmaceutical Industry		SECS-P/08	6	1
6	Advanced Marketing Research		SECS-P/08	6	1
7	Social Marketing		SECS-P/08	6	1
8	International Sales Management		SECS-P/08	6	1
9	Managing Cultural Diversity		SECS-P/08	6	1
10	Digital Marketing		SECS-P/08	6	1
11	Derivatives		SECS-P/11	6	1
12	Cash management and bank relations		SECS-P/11	6	1

Secondo anno - Attività formative obbligatorie a Grenoble

#	Insegnamento		SSD	CFU	Semestre Lezioni
1	TOEIC Test (ulteriore accertamento lingua inglese)		L-LIN/12	3	2
2	Research project on Technology Management		SECS-P/08	4	2
3	Research project on Cross cultural Management		SECS-P/08	4	2
4	Internship - Tirocinio curricolare full time di tre mesi			4	2

Prova Finale

	CFU
Gran Memoire	14

Totale cfu Minimi Percorso	120
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