

Curriculum in MARKETING & SALES (cohort: 2026-2028)

1° YEAR (2026/2027 a.y.)

1° SEMESTER	ECTS	SSD	CODE
CORE COURSES			
COST ACCOUNTING, PLANNING AND CONTROL	12	ECON-06/A	8012319
ORGANISATIONAL BEHAVIOUR - UNDERSTANDING YOURSELF AT WORK - SHAPING ORGANISATIONS (<i>distance learning</i>)	12	ECON-08/A	8012318
ECONOMIC CHOICE MODELLING	6	ECON-01/A	8012317
2° SEMESTER	ECTS	SSD	CODE
CORE COURSES			
STRATEGIC MANAGEMENT - ENTERPRISE EVOLUTION (<i>distance learning</i>) - DIGITAL TRANSFORMATION STRATEGY (<i>distance learning</i>)	12	ECON-07/A	8012316
BUSINESS ANALYTICS (3 CFU in distance learning)	6	STAT-01/A	8012312
REGULATION AND COMPETITION POLICIES	6	ECON-02/A	8012315
INTERNATIONAL COMMERCIAL LAW (3 CFU in distance learning)	6	GIUR-02/A	8012314

2° YEAR (2027/2028 a.y.)

3° SEMESTER	ECTS	SSD	CODE
SPECIALISATION COURSES			
MARKETING AND COMMUNICATIONS FOR DIGITAL INNOVATION (distance learning)	9	ECON-07/A	8012298
MARKETING ANALYTICS	6	STAT-01/A	8012297
INTERNATIONAL MARKETING	6	ECON-07/A	8012296
ELECTIVE COURSE*	6		
4° SEMESTER	ECTS	SSD	CODE
SPECIALISATION COURSES			
SALES MANAGEMENT (distance learning)	6	ECON-07/A	8012295
ELECTIVE COURSE*	6		
EXTRA ACTIVITY (*can be attended also during previous semesters)	6		
THESIS	15		8012126

ELECTIVE COURSES*	ECTS	SSD	CODE
ENTREPRENEURIAL FINANCE (<i>distance learning</i>)	6	ECON-09/A	8012308
DIGITAL SUPPLY NETWORK (<i>distance learning</i>)	6	ECON-07/A	8012311
ECONOMICS OF PROCUREMENT	6	ECON-01/A	8012310
HR ANALYTICS AND DIGITAL TRANSFORMATION (<i>distance learning</i>)	6	ECON-08/A	8012301
NEUROECONOMICS	6	ECON-09/B	8012601
EXTERNAL AUDITING	6	ECON-06/A	8012303
FINANCIAL AND ENTERPRISE RISK MANAGEMENT (<i>distance learning</i>)	6	ECON-09/A	8012305
PROJECT MANAGEMENT	6	IIND-05/A	8012309
CHANGE MANAGEMENT	6	ECON-08/A	8012291
FINANCIAL STATEMENT ANALYSIS	6	ECON-06/A	8012304
SERVICE MANAGEMENT	6	ECON-07/A	8012290
ORGANIZATION DESIGN	6	ECON-08/A	8012299

SUSTAINABLE BUSINESS MODELS INNOVATION	6	ECON-07/A	8012294
IT SYSTEMS, DATA AND APPLICATIONS	6	IINF-05/A	8012292
DIGITAL LEADERSHIP AND TEAMWORKS	6	ECON-08/A	8012293

*In addition to the 12 ECTS for electives, students have the opportunity to take extra elective courses. The credits earned for these extra courses do not contribute to the achievement of the ECTS required to obtain the degree but are only added to the student's career. The marks obtained are not included in the calculation of the final grade point average but are added to the Diploma Supplement.

Students who want to take extra courses must send an e-mail to study@mscba.uniroma2.it, at least 60 days before the exam date. Requests will be evaluated and approved by the Department Committee, and the decision will then be communicated to the students.

If students take extra elective courses without submitting a request, only the ones earned in chronological order and necessary to complete the number of ECTS required by the study plan, will be considered as elective courses and calculated into the student's grade point average.

All other electives taken after completing the required credits required will be considered **extra** elective courses won't affect the GPA.

Click [here](#) for further information.

Students who want to take elective courses from among those "Non-advised" in the Study Plan of their chosen curriculum must send an email to study@mscba.uniroma2.it at least 60 days before the exam.

Requests will be evaluated by the Degree Programme Committee and the Department Committee, and the decision will then be communicated to the students.

Click [here](#) for further information.