

MARKETING AND SALES MANAGEMENT (a.a. 2020-2021/a.a. 2021-2022)			
1° YEAR (a.a. 2020-2021)			
1° SEMESTER	CREDITS	SSD	CODE
CORE COURSES			
General Management	12	SECS-P/08	8011859
Managerial Accounting	12	SECS-P/07	8011612
Organisational Dynamics and Behaviour	6	SECS-P/10	8011213
International Commercial Law	6	IUS/04	8011425
2° SEMESTER			
CORE COURSES			
Business Statistics	6	SECS-S/01	8011284
Economic Choice Modelling	6	SECS-P/01	8011937
Regulation and Competition Policies	6	SECS-P/02	8011936
SPECIALISATION COURSES			
Advanced Marketing	6	SECS-P/08	8011609
OPTIONAL COURSES - one course to be chosen among:			
Digital Management Consulting	6	SECS-P/08	8011922
Procurement and Supply Chain	6	SECS-P/08	8011661
Financial Reporting	6	SECS-P/07	8011285
People Management	6	SECS-P/10	8010854
Business Government Relationships	6	SECS-P/07	8011611
2° YEAR (a.a. 2021-2022)			
3° SEMESTER			
CORE COURSES			
Corporate Finance	6	SECS-P/09	8011546
SPECIALISATION COURSES			
International Marketing	6	SECS-P/08	8010828
Sales Management	6	SECS-P/08	8011617
OPTIONAL COURSES - one course to be chosen among:			
Business Analytics	6	SECS-S/01	8011912
IT Systems, Data and Application	6	ING-INF/05	8011921
Organisational Communication and Presentation Skills	6	SECS-P/10	8011914
Organisational Psychology	6	M-PSI/06	8011739
Economics of Procurement	6	SECS-P/01	8011164
Sustainable Supply Chain Management	6	SECS-P/08	8011706
Business Auditing	6	SECS-P/07	8011610
Governance and Ethics	6	SECS-P/07	8011799
Sustainability Management	6	SECS-P/07	8011915
Social Entrepreneurship and Innovation	6	SECS-P/07	8011718
Family Business	6	SECS-P/10	8011427
Service Management and Marketing	6	SECS-P/08	8011913
Project Management	6	ING-IND/17	8011615
Business Models Innovation	6	SECS-P/08	8011737
4° SEMESTER			
Extra-activities*	6		
(*can be attended also during previous semesters)			
Thesis	24		