MARKETING AND SALES MANAGEMENT (a.a. 2020-2021/a.a. 2021-2022) 1° YEAR (a.a. 2020-2021)			
CORE COURSES	4.0	05.00 p /00	2011250
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	CREDITS	SSD	CODE
Business Statistics	6	SECS-S/01	8011284
		-	
Economic Choice Modelling	6	SECS-P/01	8011937
Regulation and Competition Policies SPECIALISATION COURSES	6	SECS-P/02	8011936
Advanced Marketing	6	SECS-P/08	8011609
OPTIONAL COURSES - one course to be chosen among:		32031700	0011003
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	CREDITS	SSD	CODE
CORE COURSES	CKEDITO	332	CODE
Corporate Finance	6	SECS-P/09	0011546
•	Ŭ	3LC3-F/09	8011546
SPECIALISATION COURSES	Ü	3LC3-F/09	8011546
	6	SECS-P/08	
SPECIALISATION COURSES			8010828
SPECIALISATION COURSES International Marketing	6	SECS-P/08	8010828
SPECIALISATION COURSES International Marketing Sales Management	6	SECS-P/08	8010828 8011617
SPECIALISATION COURSES International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among:	6 6	SECS-P/08 SECS-P/08	8010828 8011617 8011912
SPECIALISATION COURSES International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics	6 6	SECS-P/08 SECS-P/08 SECS-S/01	8010828 8011617 8011912 8011921
SPECIALISATION COURSES International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application	6 6 6	SECS-P/08 SECS-P/08 SECS-S/01 ING-INF/05	8010828 8011617 8011912 8011921 8011914
SPECIALISATION COURSES International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills	6 6 6 6	SECS-P/08 SECS-P/08 SECS-S/01 ING-INF/05 SECS-P/10	8010828 8011617 8011912 8011921 8011914 8011739
SPECIALISATION COURSES International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement	6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-S/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/01	8010828 8011617 8011912 8011921 8011914 8011739 8011164
SPECIALISATION COURSES International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management	6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-S/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/01 SECS-P/08	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011706
International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing	6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/08 SECS-S/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/01 SECS-P/08 SECS-P/07	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011706 8011610
International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing Governance and Ethics	6 6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/01 SECS-P/07 SECS-P/07	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011706 8011610
International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing Governance and Ethics Sustainability Management	6 6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/08 SECS-S/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/01 SECS-P/07 SECS-P/07 SECS-P/07	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011706 8011610 8011799 8011915
International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing Governance and Ethics Sustainability Management Social Entrepreneurship and Innovation	6 6 6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/08 SECS-S/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/01 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011799 8011915 8011718
International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing Governance and Ethics Sustainability Management Social Entrepreneurship and Innovation Family Business	6 6 6 6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/08 SECS-P/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/01 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011706 8011610 8011799 8011915 8011718
International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing Governance and Ethics Sustainability Management Social Entrepreneurship and Innovation Family Business Service Management and Marketing	6 6 6 6 6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/08 SECS-P/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/01 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011799 8011915 8011718 8011427 8011913
International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing Governance and Ethics Sustainability Management Social Entrepreneurship and Innovation Family Business Service Management and Marketing Project Management	6 6 6 6 6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/08 SECS-P/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/10 SECS-P/10 SECS-P/10 SECS-P/10	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011706 8011610 8011799 8011915 8011718 8011427 8011913
International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing Governance and Ethics Sustainability Management Social Entrepreneurship and Innovation Family Business Service Management and Marketing Project Management Business Models Innovation	6 6 6 6 6 6 6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/08 SECS-P/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/01 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011706 8011610 8011799 8011915 8011718 8011427 8011913
SPECIALISATION COURSES International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing Governance and Ethics Sustainability Management Social Entrepreneurship and Innovation Family Business Service Management and Marketing Project Management Business Models Innovation 4° SEMESTER	6 6 6 6 6 6 6 6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/08 SECS-P/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/10 SECS-P/10 SECS-P/10 SECS-P/10	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011706 8011610 8011799 8011915 8011718 8011427 8011913
SPECIALISATION COURSES International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing Governance and Ethics Sustainability Management Social Entrepreneurship and Innovation Family Business Service Management and Marketing Project Management Business Models Innovation 4° SEMESTER Extra-activities*	6 6 6 6 6 6 6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/08 SECS-P/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/10 SECS-P/10 SECS-P/10 SECS-P/10	8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011706 8011610 8011799 8011915 8011718 8011427 8011913
SPECIALISATION COURSES International Marketing Sales Management OPTIONAL COURSES - one course to be chosen among: Business Analytics IT Systems, Data and Application Organisational Communication and Presentation Skills Organisational Psychology Economics of Procurement Sustainable Supply Chain Management Business Auditing Governance and Ethics Sustainability Management Social Entrepreneurship and Innovation Family Business Service Management and Marketing Project Management Business Models Innovation 4° SEMESTER	6 6 6 6 6 6 6 6 6 6 6 6 6	SECS-P/08 SECS-P/08 SECS-P/08 SECS-P/01 ING-INF/05 SECS-P/10 M-PSI/06 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/07 SECS-P/10 SECS-P/10 SECS-P/10 SECS-P/10	8011546 8010828 8011617 8011912 8011921 8011914 8011739 8011164 8011799 8011915 8011718 8011427 8011913 8011615 8011737