

**Marketing e Management Internazionale / Classe LM-77 / 2025-2026**

| YEAR | Course title | SSD | ECTS | SEMESTER |
|------|--------------|-----|------|----------|
|------|--------------|-----|------|----------|

**I ANNO - (MARKETING E MANAGEMENT INTERNAZIONALE) - ITALIAN**

|   |                                                   |           |   |   |
|---|---------------------------------------------------|-----------|---|---|
| 1 | CROSS CULTURAL MANAGEMENT                         | SECS P/08 | 9 | 2 |
| 1 | ECONOMIA MONETARIA INTERNAZIONALE                 | SECS P/01 | 9 | 2 |
| 1 | POLITICA ECONOMICA E GLOBALIZZAZIONE              | SECS P/02 | 6 | 1 |
| 1 | GESTIONE FINANZIARIA DELLE IMPRESE INTERNAZIONALI | SECS P/11 | 6 | 2 |
| 1 | INNOVATION AND BUSINESS DESIGN                    | SECS P/08 | 9 | 1 |
| 1 | MARKETING STRATEGICO                              | SECS P/08 | 9 | 1 |

**I YEAR - INNOVATION MANAGEMENT- ENGLISH**

|   |                                         |           |   |   |
|---|-----------------------------------------|-----------|---|---|
| 1 | INTERCULTURAL MARKETING & COMMUNICATION | SECS P/08 | 9 | 1 |
| 1 | INTERNATIONAL MONERATY ECONOMICS        | SECS P/01 | 9 | 2 |
| 1 | ECONOMIC POLICY AND INNOVATION          | SECS P/02 | 6 | 1 |
| 1 | RISK MANAGEMENT                         | SECS P/11 | 6 | 2 |
| 1 | INNOVATION AND BUSINESS DESIGN          | SECS P/08 | 9 | 1 |
| 1 | STRATEGIC MAANAGEMENT                   | SECS P/08 | 9 | 2 |

**IN COMUNE AL PRIMO ANNO**

|                              |          |   |   |  |
|------------------------------|----------|---|---|--|
| Language skills (choose one) |          |   |   |  |
| ENGLISH                      | L-LIN/12 | 6 | 1 |  |
| FRENCH                       | L-LIN/4  | 6 | 1 |  |

**Curriculum MANAGEMENT INTERNAZIONALE - ITALIAN**

|   |                                            |           |   |   |
|---|--------------------------------------------|-----------|---|---|
| 2 | MODELLI PER L'ANALISI STATISTICA           | SECS S/03 | 9 | 1 |
| 2 | FISCALITA' D'IMPRESA MULTINAZIONALE        | IUS/12    | 6 | 2 |
| 2 | DIRITTO INTERNAZIONALE DELL'ECONOMIA       | IUS/13    | 6 | 2 |
| 2 | INTERNATIONAL INNOVATION NETWORK           | SECS P/08 | 9 | 2 |
| 2 | INTERNATIONALIZATION AND EXPORT MANAGEMENT | SECS P/08 | 9 | 1 |

**Curriculum MARKETING - ITALIAN**

|                             |                                                |           |   |   |
|-----------------------------|------------------------------------------------|-----------|---|---|
| 2                           | DIRITTO PER IL MARKETING                       | IUS/04    | 6 | 2 |
| 2                           | DIRITTO DELL'UE DELLA CONCORRENZA              | IUS/14    | 6 | 2 |
| <b>ESAME IN ALTERNATIVA</b> |                                                |           |   |   |
| 2                           | ANALISI DEI DATI E AI PER IL MARKETING         | SECS S/03 | 9 | 2 |
| 2                           | METODI MATEMATICI PER LE DECISIONI STRATEGICHE | SECS S/06 | 9 | 2 |
| <b>ESAME IN ALTERNATIVA</b> |                                                |           |   |   |
| 2                           | DIGITAL MARKETING                              | SECS P/08 | 9 | 1 |
| 2                           | IMMERSIVE EXPERIENCE & SERVICE MARKETING       | SECS P/08 | 9 | 1 |
| <b>ESAME IN ALTERNATIVA</b> |                                                |           |   |   |
| 2                           | BRAND & COMMUNICATION MANAGEMENT               | SECS P/08 | 9 | 1 |
| 2                           | RETAIL MANAGEMENT                              | SECS P/08 | 9 | 1 |

**Curriculum INNOVATION MANAGEMENT - ENGLISH**

|   |                                   |           |   |   |
|---|-----------------------------------|-----------|---|---|
| 2 | BIG DATA STATISTICS FOR BUSINESS  | SECS S/03 | 9 | 2 |
| 2 | PATENT LAW                        | IUS/04    | 6 | 1 |
| 2 | EU LAW AND DIGITAL DATA           | IUS/14    | 6 | 2 |
| 2 | PROJECT MANAGEMENT FOR INNOVATION | SECS P/08 | 9 | 1 |
| 2 | START-UP & BUSINESS CREATION      | SECS P/08 | 9 | 2 |

**Curriculum ENTREPRENEURSHIP\* - ENGLISH**

|   |                                                    |           |   |   |
|---|----------------------------------------------------|-----------|---|---|
| 2 | BIG DATA STATISTICS AND BUSINESS ANALYTICS         | SECS S/03 | 9 | 2 |
| 2 | IP LAW                                             | IUS/04    | 6 | 1 |
| 2 | BUSINESS LAW AND DATA PROTECTION                   | IUS/01    | 6 | 2 |
| 2 | ENTREPRENEURSHIP & CREATIVITY                      | SECS P/08 | 9 | 2 |
| 2 | PLANNING AND DEVELOPMENT OF NEW BUSINESS VENTURING | SECS P/08 | 9 | 2 |

\* Access to this curriculum is based on competitive examination

**IN COMUNE AL SECONDO ANNO**

|                                    |    |
|------------------------------------|----|
| Elective course                    | 9  |
| Internship or alternative activity | 3  |
| Thesis preparation                 | 15 |

**Elective course**

Students may choose any 9-ECTS course offered within the programme, subject to submitting a request to include it in their individual study plan. Each year the Degree Programme publishes a list of recommended free-choice courses

**Prerequisites**

NONE