

Corso di Laurea in Digital Marketing (LM 77)

Offerta didattica programmata

Coorte 2021/2022

Primo Anno (a.a. 2021/2022)

S.S.D.	TAF	1° Term	C.F.U.
SECS-P/08	B	Digital Marketing Principles	9
SECS-P/10	B	Digital Business Organization	6
S.S.D.	TAF	2° Term	C.F.U.
ING-INF/05	C	Applied Data Analytics	9
SECS-S/01	B	Marketing Statistics and Metrics	9
S.S.D.	TAF	3° Term	C.F.U.
SECS-P/01	B	Economics of Strategic Competition	9
SECS-P/08	B	Management of Innovation	6
	D	Corso di insegnamento a scelta dello studente	6

Secondo Anno (a.a. 2022/2023)

S.S.D.	TAF	1° Term	C.F.U.
SECS-P/07	B	Business and Social Media Strategies	9
SECS-P/01	B	Economics of Digital Goods and On-line Markets	6
S.S.D.	TAF	2° Term	C.F.U.
IUS/05	B	Digital Law	6
SECS-P/07	B	Performance Management	9
S.S.D.	TAF	3° Term	C.F.U.
IUS/05	C	Advanced English	6
	D	Corso di insegnamento a scelta dello studente	6
	F	Tirocini formativi	6
	E	Prova finale	18
Totale Crediti			120