



**Corso di Laurea Magistrale/Master's Degree in
MANAGEMENT, MARKETING and FINANCE**

Classe delle Lauree Magistrali n. 77 - Scienze economico- aziendali

<https://ls-mmf.unibg.it/en>

curriculum: Marketing Management

nome/NAME:	
cognome/SURNAME:	
matricola/STUDENT'S NUMBER:	
firma/SIGNATURE:	DATA/date:

**STUDY PLAN PART TIME A.Y. 2021.2022
enrolment PART TIME a.y. 2021-2022 (coorte 2021)**

code	SSD	1st YEAR PT (A.Y. 2021-2022)	CFU	hours
164010-ENG	SECS-P/08	Market Research and Consumer Marketing	12	96
164007-ENG	SECS-P/09	Corporate Finance and Financial Innovation	9	72
		1 out of:		
134005-ENG	SECS-S/03	Statistics for Management	9	72
910001-ENG	SECS-S/01	Probability and Statistics for Business and Finance (advanced)		
<i>TOTAL CREDITS 1st year PT</i>			30	
code	SSD	2nd YEAR PT	CFU	hours
164009-ENG	SECS-P/08	Marketing Strategies and Brand Management	12	96
164011-ENG	SECS-P/08	Industrial and Trade Marketing	6	48
		1 out of:		
164004-ENG	SECS-P/01	Special Issues in International Economics	6	48
149006-ENG	SECS-P/02	European Economic Policy		
		1 out of:		
65103	IUS/05	Emerging Technologies Law	6	36
164002-ENG	IUS/05	Banking, Insurance and Financial Markets Law		48
<i>TOTAL CREDITS 2nd year PT</i>			30	
<i>TOTAL FIRST AND SECOND YEAR PT CREDITS</i>			60	

code	SSD	3rd YEAR PT (from a.y. 2022-23)	CFU	hours
134006-ENG	SECS-P/10	Social Topics in Organization	6	48
910004-ENG	SECS-P/08	International Business and Trade	9	72
		1 out of:		
149014-ENG	SECS-P/02	Digital Transformations and Policies	6	48
164003-ENG	SECS-P/12	Business History		
		1 out of:		
164017-ENG	SECS-P/08	Digital Marketing and Analytics	6	48
164015-ENG	M-PSI-06	Psychology of Consumption and Financial Behaviour		
		1 out of:		
900004MOD2	SECS-P/07	Governing Sustainability		48
	SECS-S/03	Text Mining and Sentiment Analysis		48
640014-ENG	M-PSI/03	Psychometrics	6	30
90025		Stage/internship		
<i>TOTAL CREDITS 3rd year PT</i>			33	
code	SSD	4th YEAR PT	CFU	hours
		Elective courses	12	
164001-ENG		Final dissertation	15	
<i>TOTAL CREDITS 4th year PT</i>			27	
<i>TOTAL THIRD AND FORTH YEAR PT CREDITS</i>			60	

TOTAL CREDITS 120