



Università degli Studi "G. d'Annunzio"
Dipartimento di Economia Aziendale

Corso di Studio in DIGITAL MARKETING LM77

A.A. 2023-2024

<i>Materia</i>	<i>Docente</i>	<i>Numero tesi disponibili</i>
Advanced English	Nicola De Marco	10
Digital marketing principles	Donato Carmela	10
Machine Learning and Data Science/Applied data Analytics	Morbidoni Christian	9
Marketing statistics and metrics	Sarra Annalina	10
Economics of strategic competition	Eboli Mario	10
Digital innovation	Ceci Federica	10
Business and social media strategies	D'Andreamatteo Antonio	7
Economics of digital goods and on-line markets	Carlei Vittorio	8
Digital law	Monti Andrea	10
Performance management	Della Porta Armando	7
Strategie di internazionalizzazione e digital innovation	Ianni Luca	10
Digital Consumer Behaviour	Donato Carmela	10
Digital Marketing and User Experience	Barbarossa Fabrizio	10
Strategic Management	Consorti Augusta	10