

LM 77 DIGITAL MARKETING – PROGRAMMATA COORTE 2024-2025

Primo anno (a.a. 2024/2025)

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

Secondo anno (a.a. 2025/2026) coorte 2024/2025

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 Governance and Security	6
SECS-P/07	B	Performance Management	6
S.S.D.	TAF	3° Term	C.F.U.
L-LIN/12	C	Advanced English	6
	D	Corso di insegnamento a scelta dello studente	6
	F	Tirocini formativi	6
	E	Prova finale	18
		Totale Crediti	120