

International Telematic University UNINETTUNO

www.uninettouniversity.net - University without boundaries



Master in Strategic Marketing

(In cooperation with the **London School of Business and Finance**)

The Master in Strategic Marketing is aimed at developing advanced knowledge and the skills required to implement, manage and assess the marketing strategies in a highly globalized and interconnected, but still volatile economy. As a discipline, marketing witnessed a steep growth curve in terms of learning further to the latest economic changes. This means that the skills to carry on thorough market researches, to analyze data, devise strategies that this Master offers to the students have never been so vital to achieve business success. This program was designed for marketing experts wishing to develop their strategic awareness. It is an ideal solution also for marketing graduates who are starting a career in higher positions or for professionals coming from different activity sectors, but who have a keen interest in marketing. During the master's courses the students will acquire knowledge on basic modules such as Marketing Management and Strategies, Consumer Behaviour, Integrated Marketing Communications as well as on some specialized modules related to each specific study path. The master's course in Strategic Marketing includes a variety of specialized study paths and each of them was designed to give the student an stronger power on the direction they wish to engage in their marketing studies.

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The students can choose one among 5 specific course paths:

- Global Marketing
- Digital Marketing and Social Media
- Integrated Marketing Communications
- Sales Management
- Luxury Brand Management

Course program:

I PHASE

- Strategic Marketing Management
- Consumer Behaviour and Research
- Marketing Communications
- Research Methods

II PHASE

- Specialisation Module I
- Specialisation Module II
- Specialisation Module III
- Research Methods

III PHASE

- Final Thesis

**For information
and training support**

LSBF - London School of Business and Finance
www.lsb.org.uk

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