

<b><i>Strategic Marketing</i></b>	
<b>Level</b>	Master I livello
<b>Scientific Committee</b>	Prof. Alberto Romolini, Prof. Paolo Agnese, Prof.ssa Manuela Rinaldi, Prof.ssa Silvia Massi, Prof. Maurizio Cavallari, Prof.ssa Adriana Neri, Prof.ssa Francesca Maschio
<b>Educational Objectives</b>	<p>The Master di Primo Livello in Strategic Marketing is designed to develop advanced marketing knowledge and strategic skills required to compete in dynamic and international market environments. The program provides a strong foundation in Strategic Marketing Management, Marketing Communications, and Consumer Behaviour and Research, supported by solid training in Research Methods.</p> <p>Through a range of specialized electives, students can tailor their academic path to specific professional interests. The program aims to prepare graduates for careers in marketing, brand management, communication, and business development by fostering analytical thinking, strategic planning abilities, and a global market-oriented mindset.</p>
<b>Career Opportunities</b>	<ul style="list-style-type: none"> <li>● Senior Marketing Manager</li> <li>● Digital Marketing Manager</li> <li>● Marketing Director</li> <li>● Product Manager</li> <li>● Innovation Manager</li> </ul>
<b>Admission Requirements</b>	Bachelor's Degree
<b>Admission Method</b>	Qualification assessment
<b>ECTS</b>	90
<b>Duration of the Programme</b>	18 months
<b>Teaching Mode</b>	Full online with LSBF
<b>Language of Instruction</b>	English
<b>Assessment Methods</b>	<p>Students attend the core modules entirely through the UNINETTUNO online platform; elective modules will be attended through the platform provided by LSBF.</p> <p>Student management is handled by the partner institution. Intermediate assessments are managed by the partner under the supervision of the Faculty.</p>
<b>Final Exam</b>	<p>Managed by the partner in collaboration with the Faculty.</p> <p>Periodic reports and a final project work are shared with the Faculty.</p> <p>At the end of the programme, students are awarded the UNINETTUNO certificate.</p>
<b>Contacts and Offices</b>	Faculty of Economics and Law, International Affairs Office



<b><u>Study Plan</u></b>	
<u>Module</u>	<u>ECTS</u>
Consumer Behaviour and Research	10
Marketing Communications	10
Strategic Marketing Management	10
Elective modules	30
Integrative Research and Consultancy Project	30