

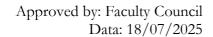
Approved by: Faculty Council Data: 18/07/2025

Strategic Marketing		
Level	Master I livello	
Scientific Committee	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	
Educational Objectives	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. 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.	
Career Opportunities	Senior Marketing Manager	
	Digital Marketing Manager	
	Marketing Director	
	Product Manager	
	Innovation Manager	
Admission Requirements	Bachelor's Degree	
Admission Method	Qualification assessment	
ECTS	90	
Duration of the Programme	18 months	
Teaching Mode	Full online with LSBF	
Language of Instruction	English	
Assessment Methods	Students attend the core modules entirely through the UNINETTUNO online platform; elective modules will be attended through the platform provided by LSBF. Student management is handled by the partner institution. Intermediate assessments are managed by the partner under the supervision of the Faculty.	
Final Exam	Managed by the partner in collaboration with the Faculty. Periodic reports and a final project work are shared with the Faculty. At the end of the programme, students are awarded the UNINETTUNO certificate.	
Contacts and Offices	Faculty of Economics and Law, International Affairs Office	

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Study Plan		
<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	