



Master's Degree in Marketing

Majors in English:

Marketing analytics & metrics

Market relationship & Customer engagement

Students 1st year , enrolled A.Y. 2017/2018

Elective courses, additional courses and rules

Study plan compilation



WHEN?



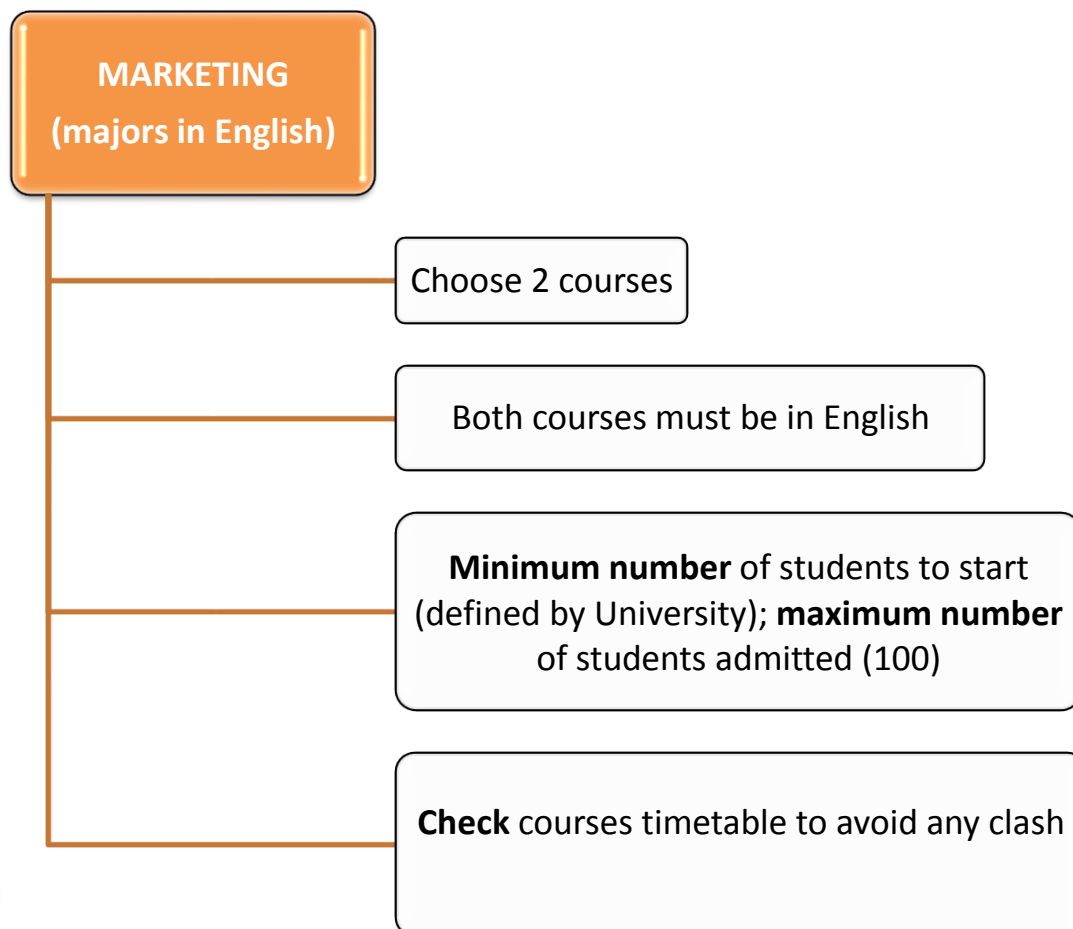
In June 2018, within the dates set and communicated by the Student Office

HOW?



On line through the Web Self Service

Rules



Marketing analytics & metrics

Mandatory courses						
language	Teaching	code	SSD	Credits	Sem.	Professor
ENG	Marketing plan and Markstrat simulation	M197	SECS-P/08	6	I	Pozharliev Rumen
ENG	Customer intelligence & big data	M260	SECS-P/08	6	I	Italiano Giuseppe Francesco

Choose two elective courses from the list below						
language	Teaching	code	SSD	Credits	Sem.	Professor
ENG	Digital and organizational innovation	M280	SECS-P/10	6	I	Spagnoletti Paolo
ENG	Retail and service experience marketing	M258	SECS-P/08	6	I	Devetag/Massari
ENG	Competition and high-tech markets	M016	IUS/02	6	I	Faella/Van den Bergh
ENG	Machine learning & Object driven marketing	M305	SECS-P/08	6	I	Laura Luigi
ENG	Marketing big data analysis	M303	SECS-P/08	6	I	Naldi Maurizio
ENG	Neuromarketing	EM03	SECS-P/08	6	I	Pozharliev Rumen

From the Department of Economics and Finance

ENG	Experimental and Behavioral Economics	M051	SECS-P/01	6	I	Di Cagno Daniela
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Market relationship & Customer engagement

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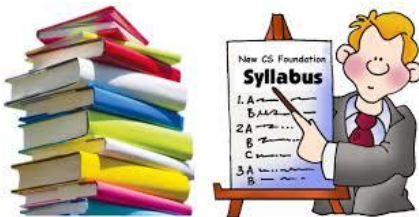
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REMEMBER:

- ❑ The lessons of all the courses offered by the Department of Business and Management will not overlap with the lessons of mandatory courses.
- ❑ However, some elective courses' lessons may overlap with each other → so students have to check the lessons timetable (at the [Lesson schedule](#) on the Department website) before making their choice to avoid any clash between elective courses. It will not be possible to change the selected elective courses later than the deadline
- ❑ All courses' **syllabus** and **videos** will be available on the [web site](#).





ERASMUS/FREE MOVER/SUMMER SCHOOL

- Students who wish to take **an elective course while studying abroad** in the context of
- ✓ an **International Exchange Program**
 - Or
 - ✓ the **Free Mover Program**
 - Or
 - ✓ a **Summer School**
- and to sit the associated exam must select the general option:
"Exam taken abroad"

➤ The exam - if passed - will be included in the student's academic record and the student will be awarded the number of credits that their own degree program specifications attribute to electives.

➤ It should be noted that it is necessary that courses **have already been approved** in accordance with the procedures laid down for every mobility program: <http://www.luiss.it/esperienze-allestero/> / <http://www.luiss.edu/international>

➤ Should the exam for the elective course taken abroad not be passed, the student must inform the Student Office of the elective and associated exam that they intend to take at LUISS from among the courses on the list taught in their own Department that are not already full.



STUDENT EXCHANGE OFFICE
 Viale Romania, 32 00197 Roma

relint@luiss.it



SUMMING UP...

- You are required to **choose 2 elective courses in June 2018**
- The choice is **MANDATORY**
- You are required to make your choice **through the Web Self Service within the dates set and communicated by the Student Office**
- You can change your choice until the deadline. **No other changes will be possible later than that date.**
- If you want to **check if your latest choices has been inserted correctly**, logout and then login one more time!
- The Student Office will contact you if the course you have chosen will not start
- Maximum number of students admitted: 100** → make your choice in the first days, if you want to find the course available
- All courses' **syllabus** and **videos** will be available on the [web site](#)
- In case of non-fulfillment the study plan will be set «ex officio».** No change will be possible
- Check courses timetable to avoid any clash with the compulsory courses and elective courses.** It will not be possible to change the choice in case of clash later than the deadline.
- Students who will attend an International Exchange Program, a Free Mover Program or a Summer School** must fill in the study plan within the deadline



ADDITIONAL COURSES

THIS CHOICE IS OPTIONAL

Additional courses are not mandatory for the graduation and will be considered in the grade average point just if selected from a list provided by the Department.

Students have the option of adding a maximum of **2 additional courses** to their study plan. This is not required and can be done only through the Web Self Service in July 2018 **within the dates set and communicated by the Student Office.**

A list of additional courses will be available in the next weeks.

IMPORTANT

ADDITIONAL COURSES THIS CHOICE IS OPTIONAL

- If you want to **check if your latest choices has been inserted correctly**, logout and then login one more time! You can do it until the deadline
- Check very carefully the timetable before making your choice: is under your own responsibility not to choose courses that clash!
- The additional courses have to be different than the ones you have already chosen as electives
- It is not required to include additional courses in the study plan, as the credits associated with them are not part of the required credits for earning the degree
- Additional courses **can be removed** from a study plan at any time by sending an email to segreteria@luiss.it, **as long as the exam has not been taken**
- The **degree final thesis cannot be** on a subject taught as part of an **additional course**
- Only additional courses from the Department list will be considered in the grade average point

If you need further information :

Department of Business and Management

impresaemangement@luiss.it

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