

**Luiss**

Libera Università Internazionale degli Studi Sociali Guido Carli

# Master's Degree Program in Marketing

**Marketing Analytics & Metrics**

**Market Relationship & Customer Engagement**

## Elective and additional courses

Guide to the compilation of the study plan for first year students (enrolled in 2018-2019)

**8 maggio 2019**

**LUISS**



Department of Business and Management



# STUDY PLAN COMPILATION



In **June 2019**, through the **Web Self Service**, within the dates set and communicated by the Student Office, it is mandatory to **choose two elective courses**.

# ELECTIVE COURSES OFFERED IN ACADEMIC YEAR 2019-20 FOR MARKETING ANALYTICS & METRICS

Code	Course	SSD	Credits	Semester	Language	Professor
EM03	Neuromarketing	SECS-P/08	6	I semester	ENG	Rumen Pozharliev
EM15	Omnichannel Management	SECS-P/08	6	I semester	ENG	Robert Cascio / Carmela Donato
EM16	Qualitative Consumer & Marketing Research	SECS-P/08	6	I semester	ENG	Paolo Peverini / Carmela Donato
M258	Retail and Service Experience Marketing	SECS-P/08	6	I semester	ENG	Maria Giovanna Devetag / Francesco Massara
M303	Marketing Big Data Analysis	SECS-P/08	6	I semester	ENG	Alessio Maria Braccini
M305	Machine Learning & Object Driven Marketing	ING-INF/05	6	I semester	ENG	Giuseppe Francesco Italiano / Luigi Laura

## ELECTIVE COURSES OFFERED IN ACADEMIC YEAR 2019-20 FOR MARKET RELATIONSHIP & CUSTOMER ENGAGEMENT

Code	Course	SSD	Credits	Semester	Language	Professor
EM03	Neuromarketing	SECS-P/08	6	I semester	ENG	Rumen Pozharliev
EM15	Omnichannel Management	SECS-P/08	6	I semester	ENG	Robert Cascio / Carmela Donato
EM16	Qualitative Consumer & Marketing Research	SECS-P/08	6	I semester	ENG	Paolo Peverini / Carmela Donato
M260	Customer Intelligence & Big Data	SECS-P/08	6	I semester	ENG	Giuseppe Francesco Italiano
M303	Marketing Big Data Analysis	SECS-P/08	6	I semester	ENG	Alessio Maria Braccini
M305	Machine Learning & Object Driven Marketing	ING-INF/05	6	I semester	ENG	Giuseppe Francesco Italiano / Luigi Laura

## ELECTIVE COURSES OFFERED IN ACADEMIC YEAR 2019-20 BY THE DEPARTMENT OF ECONOMICS AND FINANCE

Code	Course	SSD	Credits	Semester	Language	Professor
M051	Experimental and Behavioural Economics	SECS-P/01	6	I semester	ENG	Arthur Schram

# ELECTIVE COURSES: RULES

- It is **mandatory** to select **two elective courses**.
- **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' classes may overlap with each other** → so **students have to check the class timetable** (at the [Class schedule](#) on the Department website) **before making their choice** to avoid any clash between elective courses.
- For courses offered by other departments, non-overlapping of classes is **NOT guaranteed**.
- All courses' syllabus will be available on [Cattedre Online](#) and at the [Elective courses](#) webpage.
- **For each course there is a maximum number of students admitted** → in order to find the course available, it is recommended to make the choice in the first days of the time window (which will be set and communicated by the Student office).
- It is necessary a **minimum number of students for the activation of an elective course**. Student Office will contact the students if a course will not start.
- **In case of non-fulfillment the study plan will be set "ex officio"**. No change will be possible.

# ELECTIVE COURSES ABROAD

Students who wish to take **one or both the elective courses while studying abroad** in the context of:

- Erasmus
- Double Degree
- Structured Partnerships
- QTEM
- Free Mover
- Summer Schools

must select the generic option "**Elective Abroad**".

The exam, if passed, will be included in the student's academic record with the number of credits determined in the degree program for the elective courses.

It is necessary that courses **have already been approved** in accordance with the procedures laid down for every mobility program: <https://www.luiss.edu/international>.

Should the exam for the elective course taken abroad not be passed, the student must inform the Students Office of the elective and associated exam that they intend to take at Luiss from among the list of courses activated by the Department that are not already full.

# ADDITIONAL COURSES

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

It is possible to add a maximum of **two additional courses** to the study plan. The choice is not mandatory and can be done only through the Web Self Service in July 2019 **within the dates set and communicated by the Student Office.**

The list of additional courses provided by the Department of Business and Management will be available at the [Additional courses](#) webpage.

It is necessary to check the class timetable before making the choice, not to choose additional courses that clash with mandatory or elective courses.

Additional courses **can be removed** from the study plan at any time by sending an email to [segreteria@luiss.it](mailto:segreteria@luiss.it), **as long as the exam has not been taken.**

Additional courses cannot be indicated as subject of the final thesis.



**CHOOSE CAREFULLY!**

Log to your **Web Self-Service** page

Make your choices following the instructions in the guide.

**Study plan has to be completed within the dates set and communicated by the Student Office.**

You can access your page and modify your study plan as many times as you want.

**ALWAYS CONFIRM YOUR STUDY PLAN!**



**IT WON'T BE POSSIBLE TO CHANGE THE CHOICES AFTER THE DEADLINE**

# Department of Business and Management



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