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**Courses in English
a.y. 2022-23**



Guidelines

First semester / Fall term: September-December
Winter exam session: January-February

Second semester / Spring term: February-May
Summer exam session: May-July

- Our courses don't have **Component Codes**.
- Click on the courses' title to check the **syllabus**.
- Click on the names of the professors to read their **academic curricula**.
- Pay attention to courses with **prerequisites** or **closed-number courses**. If you have doubts, contact the IULM Study Abroad Office for a clarification at this email address: incoming@iulm.it
- Students can attend courses for **up to 30 credits per semester**.
- Click **here** to check courses (both in Italian and in English) and syllabi of our Bachelor's and Master's Degrees:
 - Click on the Degree;
 - Click on "Insegnamenti e programmi a.a. 2022/23";
 - Pay attention to the semester for each course and click on the title to check the curriculum.

COURSES TAUGHT IN ENGLISH 2022-23

Faculty of Communication

1st semester

COURSE NAME <i>(click on the course name to check the program)</i>	ECTS	LEVEL/DEGREE	LECTURER
PROFESSIONAL ENGLISH III <i>Prerequisite:</i> level B2 of CEFR	3		SSML
PROFESSIONAL ENGLISH IV <i>Prerequisite:</i> level B2+ of CEFR	3		SSML
CORPORATE COMMUNICATION	9	BACHELOR – CCPR	RAVAZZANI
INFORMATION SYSTEMS AND DIGITAL TRENDS	6	BACHELOR – CCPR	CARIGNANI / GEMMO
SOCIOLOGY OF MEDIA	9	BACHELOR – CCPR	BARILE
CONSUMER PSYCHOLOGY AND NEUROMARKETING	6	BACHELOR – CCPR	MICHELETTO / OLIVERO / ZITO
SOCIAL CHANGE IN THE DIGITAL AGE	9	BACHELOR – CCPR	BITTANTI
PROFESSIONAL WRITING (WORKSHOP)	6	BACHELOR – CCPR	BOCCHI / CARBONE / GALLITELLI / VELARDI
ECONOMICS	9	BACHELOR – CCPR	BARBARITO / GATTAI
PUBLIC RELATIONS (WORKSHOP)	6	BACHELOR – CCPR	MURTARELLI / ROMENTI
COMMUNICATION MANAGEMENT IN PUBLIC SECTORS (WORKSHOP)	6	BACHELOR – CCPR	COMBONI
PRODUCT INNOVATION, CONSUMPTION AND MARKETING	6	BACHELOR – CCPR	TIRELLI
RETAIL MARKETING INNOVATION	6	BACHELOR – CCPR	STIGLIANO
ARTIFICIAL INTELLIGENCE	6	BACHELOR – CIRP	MANZOTTI / DAMIANO
COMPETITIVE POSITIONING AND BRANDING NEW PRODUCTS	6	MASTER – MCC	BRUNI / GORI



<u>RETAIL & BRANDED PLACES DESIGN</u>	6	MASTER – MCC	<u>FABBRO</u>
<u>MIND, MEDIA AND MODERN CULTURE</u>	6	MASTER – TCNM	<u>MANZOTTI</u>
<u>STRATEGY AND MANAGEMENT</u>	9	MASTER – SC	<u>COLOMBO / D'ANGELLA</u>
<i>Strategic communication</i> Module: <u>FUNDAMENTALS OF STRATEGIC COMMUNICATION</u>	6	MASTER – SC	<u>INVERNIZZI / ROMENTI</u>
Module: <u>ISSUE AND CRISIS MANAGEMENT</u>	6		<u>LUFFARELLI</u>
<i>Data Analysis & Data Visualization</i> Module: <u>DATA ANALYSIS FOR COMMUNICATION</u>	6	MASTER – SC	<u>PIZZOGLIO / COLLEONI</u>
<u>PRINCIPLES OF CSR AND COMMUNICATION</u>	6	MASTER – SC	<u>COLLEONI / FAZI</u>
<i>Stakeholder Relationship Management</i> Module: <u>ISSUES & CRISIS COMMUNICATION</u>	6	MASTER – SC	<u>LUFFARELLI</u>
Module: <u>PUBLIC AFFAIRS & DIGITAL ADVOCACY</u>	6		<u>VALENTINI / STAGNARO</u>
<u>CORPORATE SOCIAL RESPONSIBILITY & COMMUNICATION</u>	6	MASTER – SC	<u>COLLEONI / FAZI</u>
<u>COMMUNICATION MEASUREMENT & DATA ANALYSIS</u>	6	MASTER – SC	<u>COLLEONI / PIZZOGLIO</u>
<u>INTERNAL COMMUNICATION AND CHANGE MANAGEMENT</u>	6	MASTER – SC	<u>MAZZEI / AGAGLIATI / BOCEDI</u>
<u>FINANCIAL COMMUNICATION AND INVESTOR RELATIONS</u>	6	MASTER – SC	<u>MAZZOLA / RICCIERI / CUGNASCA / CHIANDETTI</u>



COMMUNICATION AND EVENT MANAGEMENT IN LUXURY	6	MASTER – SC	BARBAGELATA
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2nd semester

COURSE NAME <i>(click on the course name to check the program)</i>	ECTS	LEVEL/DEGREE	LECTURER
PROFESSIONAL ENGLISH III Prerequisite: level B2 of CEFR	3 or 6		SSML
PROFESSIONAL ENGLISH IV Prerequisite: level B2+ of CEFR	3 or 6		SSML
SOCIOLOGY OF CONSUMPTION AND CORPORATE CULTURE	6	BACHELOR – CCPR	POLESANA
MANAGEMENT	9	BACHELOR – CCPR	RICCERI
ADVERTISING	6	BACHELOR – CCPR	DIERS LIENKE / MATTAVELLI
SEMIOTICS	6	BACHELOR – CCPR	PISANTY
STATISTICS AND MARKET RESEARCH	9	BACHELOR – CCPR	SFOGLIARINI
MARKETING	9	BACHELOR – CCPR	FREDDI / HOFER / MASSARA
ORGANIZATION THEORIES & HR MANAGEMENT	6	BACHELOR – CCPR	DONATI / LEONZIO / MAZZEI
INTRODUCTION TO PUBLIC AND PRIVATE LAW	6	BACHELOR – CCPR	ROSSI
<i>Creativity workshop</i> Module: CREATIVITY AND DESIGN	9	BACHELOR – CCPR	GALLI / RAMPONI / SUTEU
<i>Creativity workshop</i> Module: CREATIVITY AND ADVERTISING	9	BACHELOR – CCPR	BUFFO
PUBLIC SPEAKING	6	BACHELOR – CCPR	LUCCHINI / MASCHERPA
BUSINESS STRATEGY Closed-number course	6	BACHELOR – CCPR	D'ANGELLA / MARCHI / MAZZOLA



INFLUENCER MARKETING STRATEGIES <i>Closed-number course</i>	6	BACHELOR – CCPR	BORSARI
MARKETING & SALES	6	BACHELOR – CCPR	CORSARO / PIANTANIDA
SOCIAL MEDIA MANAGEMENT FOR CORPORATE COMMUNICATION	6	BACHELOR – CCPR	RAVAZZANI / STOILJKOVIC
DIGITAL MEDIA FOR MARKETING COMMUNICATION	6	BACHELOR – CCPR	BROGNARA
COMMUNICATING IN CRITICAL SITUATIONS <i>Closed-number course</i>	6	BACHELOR – CIRP	LUCCHINI / MASCHERPA
DIGITAL AND SOCIAL MEDIA CREATIVE COMMUNICATION	6	BACHELOR – CMP	MAGGI / CORTI
LEADERSHIP AND CREATIVE THINKING	6	BACHELOR – CMP	GALLI
DIGITAL STORYTELLING	6	MASTER – TCNM	CARBONE
SOCIOLOGY OF MARKETING ALGORITHMS	6	MASTER – MCC	BROGNARA
MANAGEMENT OF DESIGN	6	MASTER – MCC	CATALANI
BUSINESS TECHNOLOGIES AND INNOVATION MANAGEMENT FOR STARTUPS	6	MASTER – MCC	PARISI
<i>Data Analysis & Data Visualization</i> Module: VISUAL COMMUNICATION AND DATA VISUALIZATION	6	MASTER – SC	GALLI / GUADAGNI
<i>Digital Communication Management and AI</i> Module: SOCIAL MEDIA RELATIONS MANAGEMENT	6	MASTER – SC	MURTARELLI
Module: AI FOR COMMUNICATION AND MARKETING	6		COLETTI



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<u>ORGANIZATIONAL BEHAVIOUR & NEUROMANAGEMENT</u>	6	MASTER – SC	<u>GEMMO / GABRIELLI</u>
<u>DIGITAL MARKETS</u>	6	MASTER – SC	<u>CARIGNANI</u>
<u>FASHION COMMUNICATION</u>	6	MASTER – SC	<u>POMODORO</u>
<u>LAW AND COMMUNICATION</u>	6	MASTER – SC	CATTANI
<u>NEUROSCIENCE FOR COMMUNICATION LAB</u>	6	MASTER – SC	FICI

COURSES TAUGHT IN ENGLISH 2022-23

Faculty of Arts and Tourism

1st semester

COURSE NAME <small>(click on the course name to check the program)</small>	ECTS	LEVEL/DEGREE	LECTURER
PROFESSIONAL ENGLISH III Prerequisite: level B2 of CEFR	3		SSML
CRITICAL ISSUES IN HOSPITALITY AND TOURISM HUMAN RESOURCES	6	MASTER – HTM	QUARATINO
ACCOUNTING AND FINANCIAL MANAGEMENT	6	MASTER – HTM	SAINAGHI
<i>Marketing strategies in Hospitality and Tourism</i> Module: INTRODUCTION TO DATA ANALYSIS FOR MARKETING RESEARCH	6	MASTER – HTM	FORCINITI / SFOGLIARINI
CULTURAL HERITAGE, ARTS AND TOURISM	9	MASTER – HTM	BELLINI / FRIEL / TONGA URIARTE
COMMUNICATION SKILLS FOR BUSINESS Prerequisite: level B2 of CEFR	6	MASTER – HTM	RE
<i>E-tourism technology and digital marketing</i> Module: E-TOURISM TECHNOLOGY, METHODS AND BIG DATA Module: ICT AND DIGITAL MARKETING FOR THE TOURISM INDUSTRY	6 6	MASTER – HTM	SFOGLIARINI MELE / VALLE
<i>Creativity and Design of Tourism Policies</i> Module: NEW TRAVEL TRENDS	6	MASTER – HTM	POZZI / NEUHOFFER



Module: GEOGRAPHY OF TOURISM POLICIES AND INNOVATION	6		PECORELLI
CUSTOMER EXPERIENCE DESIGN THROUGH DATA AND TECHNOLOGY	9	MASTER – HTM	BUSCEMA / FERILLI / INVERSINI
OPTIMIZATION IN DECISION MAKING	9	MASTER – HTM	DI PERSIO / SCAURI
PLACE ATTRACTIVENESS AND BIG EVENTS	3	MASTER – HTM	VERRI
CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	3	MASTER – HTM	BERTOLINI
PLACE IMAGE, IDENTITY, BRAND	3	MASTER – HTM	GOVERS
TRAVEL: RELATIVISM AND HOSPITALITY	3	MASTER – HTM	MAZZA

2nd semester

COURSE NAME <i>(click on the course name to check the program)</i>	ECTS	LEVEL/DEGREE	LECTURER
PROFESSIONAL ENGLISH III Prerequisite: level B2 of CEFR	3 or 6		SSML
ENGLISH FOR THE ARTS Prerequisite: level A2-B1 of CEFR	6	BACHELOR – ASEC	RE
GENERAL ENGLISH (ADVANCED) Prerequisite: level B2 of CEFR	6	BACHELOR – ASEC	HARRIES
STRATEGY OF CULTURAL EVENTS	6	BACHELOR – ASEC	ABIS
MANAGING HOSPITALITY AND GUEST SERVICES ORGANIZATIONS	6	MASTER – HTM	DE CARLO / MURPHY
<i>Marketing strategies in Hospitality and Tourism</i> Module: STRATEGIC MARKETING IN HOSPITALITY AND TOURISM	6	MASTER – HTM	FRIEL / SHAPOVAL
Module: DIGITAL MARKETING FOR HOSPITALITY AND TOURISM	6		MELE



<u>GEOGRAPHY FOR SUSTAINABLE TOURISM DEVELOPMENT</u>	9	MASTER – HTM	<u>MAGGIOLI / PERES / SAARINEN</u>
<u>COMMUNICATIONS SKILLS FOR INNOVATION</u>	6	MASTER – HTM	<u>BOSSI / RE</u>
<u>STRATEGY DESIGN FOR SUSTAINABLE DESTINATIONS</u>	6	MASTER – HTM	<u>BERITELLI / SAINAGHI</u>
<u>NEW BUSINESS DEVELOPMENT IN TOURISM</u>	3	MASTER – HTM	<u>DEBELLINI</u>
<u>THEME PARK AND ATTRACTIONS MANAGEMENT</u>	3	MASTER – HTM	<u>FREDDI</u>

COURSES TAUGHT IN ENGLISH 2022-23

Faculty of Interpreting and Translation

1st semester

COURSE NAME <i>(click on the course name to check the program)</i>	ECTS	LEVEL/DEGREE	LECTURER
<u>HUMANOMICS - ECONOMIA E LETTERATURE</u>	3	BACHELOR – IC	<u>MINGARDI</u>