

## COURSES TAUGHT IN ENGLISH 2021-22

### Faculty of Communication

#### 1<sup>st</sup> semester

<b>COURSE NAME</b> <small>(click on the course name to check the program)</small>	<b>ECTS</b>	<b>LEVEL/DEGREE</b>	<b>LECTURER</b>
<a href="#">ARTIFICIAL INTELLIGENCE</a>	6	BACHELOR - CCPR	MANZOTTI
<a href="#">COMMUNICATION MANAGEMENT IN PUBLIC SECTOR (WORKSHOP)</a>	6	BACHELOR - CCPR	COMBONI
<a href="#">ECONOMICS</a>	9	BACHELOR - CCPR	ARDIZZONE
<a href="#">PUBLIC RELATIONS (WORKSHOP)</a>	6	BACHELOR - CCPR	ROMENTI
<a href="#">RETAIL MARKETING INNOVATION</a>	6	BACHELOR - CCPR	STIGLIANO
<a href="#">DIGITAL ECOSYSTEMS AND HUMAN BEHAVIOUR</a>	6	BACHELOR-CMP	VAGLIASINDI
<a href="#">COMMUNICATION MEASUREMENT &amp; DATA ANALYSIS</a>	6	MASTER-STRA	PIZZOGLIO
<a href="#">CORPORATE SOCIAL RESPONSIBILITY &amp; COMMUNICATION</a>	6	MASTER-STRA	ILLIA
<a href="#">FINANCIAL COMMUNICATION AND INVESTOR RELATIONS</a>	6	MASTER-STRA	MAZZOLA
<a href="#">INTERNAL COMMUNICATION AND CHANGE MANAGEMENT</a>	6	MASTER-STRA	MAZZEI
<a href="#">ISSUES &amp; CRISIS COMMUNICATION</a>	6	MASTER-STRA	LUFFARELLI
<a href="#">PUBLIC AFFAIRS &amp; DIGITAL ADVOCACY</a>	6	MASTER-STRA	VALENTINI
<a href="#">CONSUMER PSYCHOLOGY AND NEUROMARKETING</a>	6	BACHELOR-CCPR	SPANÒ
<a href="#">GENDER STUDIES</a>	6	BACHELOR-CCPR	AMATAYAKUL
<a href="#">RETAIL &amp; BRANDED PLACES DESIGN</a>	6	MASTER-MCC	FABBRO

PROFESSIONAL WRITING (WORKSHOP)	6	BACHELOR-CIRP	LOGALDO
STRATEGIC AND ENTREPRENEURIAL COMMUNICATION	9	MASTER-STRA	ROMENTI/LUOMA-AHO/INVERNIZZI
STRATEGY AND MANAGEMENT	9	MASTER-STRA	D'ANGELLA/BULGHERONI
PRODUCT INNOVATION, CONSUMPTION AND MARKETING	6	BACHELOR-CCPR	TIRELLI
SOCIAL CHANGE IN THE DIGITAL AGE	9	BACHELOR-CCPR	BITTANTI
COMPETITIVE POSITIONING AND BRANDING NEW PRODUCTS	6	MASTER-MCC	BRUNI
DIGITAL COMMUNICATION MANAGEMENT	12	MASTER-STRA	MURTARELLI
STRATEGIC & ENTREPRENEURIAL COMMUNICATION	9	MASTER-STRA	ROMENTI
STRATEGY AND MANAGEMENT	9	MASTER-STRA	D'ANGELLA
MANAGEMENT	9	BACHELOR - CCPR	RICCERI
INFORMATION SYSTEMS AND DIGITAL TRENDS	6	BACHELOR - CCPR	CARIGNANI/GEMMO
CREATIVE LEADERSHIP	3	MASTER-STRA	GALLI
SOCIOLOGY OF MEDIA	9	BACHELOR - CCPR	BARILE
DIGITAL STORYTELLING	6	MASTER-CINETV	CARBONE
MIND, MEDIA AND MODERN CULTURE	6	MASTER-STRA	MANZOTTI
CORPORATE ANTHROPOLOGY FOR COMMUNICATION	3	MASTER-STRA	CERTELLI
PROFESSIONAL ENGLISH IV	3 (1 sem) - 6 (FULL YEAR)	BACHELOR - CCPR	SSML
PROFESSIONAL ENGLISH III	3 (1 sem) - 6 (FULL YEAR)	BACHELOR - CCPR	SSML
PROFESSIONAL ENGLISH I	3 (1 sem) - 6	BACHELOR-CMP	SSML

	(FULL YEAR)		
<b>PROFESSIONAL ENGLISH II</b>	3 (1 sem) - 6 (FULL YEAR)	BACHELOR-CIRP	SSML
CHINESE LANGUAGE AND CULTURE	3	BACHELOR-CCPR	SSML
CHINESE LANGUAGE AND CULTURE	6 (1+2sem)	BACHELOR-CCPR	SSML
FRENCH LANGUAGE AND CULTURE	3	BACHELOR-CCPR	SSML
FRENCH LANGUAGE AND CULTURE	6 (1+2sem)	BACHELOR-CCPR	SSML
GERMAN LANGUAGE AND CULTURE	3	BACHELOR-CCPR	SSML
GERMAN LANGUAGE AND CULTURE	6 (1+2sem)	BACHELOR-CCPR	SSML
SPANISH LANGUAGE AND CULTURE	3	BACHELOR-CCPR	SSML
SPANISH LANGUAGE AND CULTURE	6 (1+2sem)	BACHELOR-CCPR	SSML
<b><u>ITALIAN LANGUAGE AND CULTURE</u></b>	3 (1sem)- (Full Year)	BACHELOR-CCPR	<b><u>CONSONNO</u></b>
RUSSIAN LANGUAGE AND CULTURE	3 (1sem)- (Full Year)	BACHELOR-CCPR	SSML

## 2<sup>nd</sup> semester

<b>COURSE NAME</b>	<b>ECTS</b>	<b>LEVEL/DEGREE</b>	<b>LECTURER</b>
<b>BUSINESS STRATEGY</b>	6	BACHELOR - CCPR	<b>MAZZOLA</b>
CREATIVITY AND DESIGN	9	BACHELOR - CCPR	Galli
<b>INTRODUCTION TO PUBLIC AND PRIVATE LAW</b>	6	BACHELOR - CCPR	<b>ROSSI</b>

MARKETING & SALES	6	BACHELOR - CCPR	CORSARO
ORGANIZATIONAL THEORIES & HR MANAGEMENT	6	BACHELOR - CCPR	QUARATINO
PUBLIC SPEAKING	6	BACHELOR - CCPR	LUCCHINI
DIGITAL AND SOCIAL MEDIA CREATIVE COMMUNICATION	6	BACHELOR-CMP	MAGGI
LEADERSHIP AND CREATIVE THINKING	6	BACHELOR-CMP	Galli
COMMUNICATING IN CRITICAL SITUATIONS	6	BACHELOR - CCPR	LUCCHINI
DIGITAL MEDIA FOR MARKETING COMMUNICATION	6	BACHELOR - CCPR	BROGNARA
MARKETING	9	BACHELOR - CCPR	MASSARA
PROFESSIONAL WRITING WORKSHOP - ADVANCE	6	BACHELOR - CCPR	CARBONE
SOCIAL MEDIA COMMUNICATION AND INFLUENCER MARKETING	6	BACHELOR - CCPR	BORSARI
STATISTICS AND MARKET RESEARCH	9	BACHELOR - CCPR	SFOGLIARINI
ENTREPRENEURSHIP AND INNOVATION FOR NEW BRANDS AND START UP	6	MASTER-MCC	PARISI
BRAND, IDENTITY & REPUTATION	12	MASTER-STRA	MASSARA
CONTENT MANAGEMENT & CORPORATE STORYTELLING	9	MASTER-STRA	SARTORE
DIGITAL MARKETS	6	MASTER-STRA	CARIGNANI

ORGANIZATIONAL BEHAVIOUR & NEUROMANAGEMENT	6	MASTER-STRA	GEMMO
ADVERTISING	6	BACHELOR - CCPR	GUGLIELMONI
CORPORATE COMMUNICATION	9	BACHELOR - CCPR	RAVAZZANI
SEMIOTICS	6	BACHELOR - CCPR	PISANTY
SOCIOLOGY OF CONSUMPTION AND CORPORATE CULTURE	6	BACHELOR - CCPR	POLESANA
MANAGEMENT OF DESIGN	6	MASTER-MCC	CATALANI
<u>CREATIVITY WORKSHOP CREATIVITY AND ADVERTISING</u>	9	BACHELOR-CCPR	<u>GUGLIELMONI</u>
CREATIVITY WORKSHOP CREATIVITY AND DESIGN	9	BACHELOR-CCPR	<u>DI BARTOLO</u>
<u>FASHION COMMUNICATION</u>	6	MASTER-STRA	<u>POMODORO</u>