

# COURSES TAUGHT IN ENGLISH 2021-22

## Faculty of Communication

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

<b>COURSE NAME</b>	<b>ECTS</b>	<b>LEVEL/DEGREE</b>	<b>LECTURER</b>
<u>BUSINESS STRATEGY</u>	6	BACHELOR - CCPR	MAZZOLA, D'AGNELLA, MARCHI
<u>INTRODUCTION TO PUBLIC AND PRIVATE LAW</u>	6	BACHELOR - CCPR	ROSSI
<u>MARKETING &amp; SALES</u>	6	BACHELOR - CCPR	CORSARO, SALIS
<u>ORGANIZATIONAL THEORIES &amp; HR MANAGEMENT</u>	6	BACHELOR - CCPR	QUARATINO
<u>PUBLIC SPEAKING</u>	6	BACHELOR - CCPR	LUCCHINI, MASCHERPA
<u>DIGITAL AND SOCIAL MEDIA CREATIVE COMMUNICATION</u>	6	BACHELOR - CMP	MAGGI
<u>LEADERSHIP AND CREATIVE THINKING</u>	6	BACHELOR - CMP	GALLI
<u>COMMUNICATING IN CRITICAL SITUATIONS</u>	6	BACHELOR - CCPR	LUCCHINI, MASCHERPA
<u>DIGITAL MEDIA FOR MARKETING COMMUNICATION</u>	6	BACHELOR - CCPR	BROGNARA
<u>MARKETING</u>	9	BACHELOR - CCPR	MASSARA, FREDDI
<u>PROFESSIONAL WRITING WORKSHOP - ADVANCE</u>	6	BACHELOR - CCPR	CARBONE
<u>SOCIAL MEDIA COMMUNICATION AND INFLUENCER MARKETING</u>	6	BACHELOR - CCPR	BORSARI

<u>STATISTICS AND MARKET RESEARCH</u>	9	BACHELOR - CCPR	SFOGLIARINI
<u>ENTREPRENEURSHIP AND INNOVATION FOR NEW BRANDS AND START UP</u>	6	MASTER - MCC/STRA	PARISI
<u>BRAND, IDENTITY &amp; REPUTATION</u>	12	MASTER - STRA	MASSARA, COLLEONI, ETTER
<u>CONTENT MANAGEMENT &amp; CORPORATE STORYTELLING</u>	6	MASTER - STRA	SARTORE
<u>DIGITAL MARKETS</u>	6	MASTER - MCC/STRA	CARIGNANI
<u>ORGANIZATIONAL BEHAVIOUR &amp; NEUROMANAGEMENT</u>	6	MASTER - STRA	GEMMO, GABRIELLI
<u>ADVERTISING</u>	6	BACHELOR - CCPR	GUGLIELMONI, DIERS-LIENKE, MATTAVELLI
<u>CORPORATE COMMUNICATION</u>	9	BACHELOR - CCPR	RAVAZZANI
<u>SEMIOTICS</u>	6	BACHELOR - CCPR	PISANTY
<u>SOCIOLOGY OF CONSUMPTION AND CORPORATE CULTURE</u>	6	BACHELOR - CCPR	POLESANA
<u>MANAGEMENT OF DESIGN</u>	6	MASTER - MCC/STRA	CATALANI
<u>CREATIVITY WORKSHOP - CREATIVITY AND ADVERTISING</u>	9	BACHELOR - CCPR	LOMBARDI, GUGLIELMONI
<u>CREATIVITY WORKSHOP - CREATIVITY AND DESIGN</u>	9	BACHELOR - CCPR	GALLI, DI BARTOLO, FECCHIO
<u>FASHION COMMUNICATION</u>	6	MASTER - STRA	POMODORO
<u>ATTRACTIONS &amp; EXPERIENCES MARKETING LAB</u>	6	BACHELOR - CCPR	FREDDI
VISUAL NARRATIVES FOR BUSINESS	6	MASTER-STRA	FONTANA

DIGITAL COMMUNICATION AND MANAGEMENT	12	MASTER-STRA	BARILE DUARTE MURTARELL
INTERNAL COMMUNICATION AND CHANGE MANAGEMENT	6	MASTER-STRA	MAZZEI AGAGLIATI BOCEDI PARODI