

## COURSES TAUGHT IN ENGLISH 2021-22

### Faculty of Arts and Tourism

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

Course Name	ECTS	Level/Degree	Lecturer
CRITICAL ISSUES IN HOSPITALITY AND TOURISM HUMAN RESOURCES	6	MASTER HTM	QUARATINO
CULTURAL HERITAGE, ARTS AND TOURISM	9	MASTER HTM	BELLINI/FRIEL/NOTTI
ACCOUNTING AND FINANCIAL MANAGEMENT	6	MASTER HTM	SAINAGHI
<u>INTRODUCTION TO DATA ANALYSIS FOR MARKETING RESEARCH</u>	6	MASTER HTM	<u>COLLEONI</u>
COMMUNICATION SKILLS FOR BUSINESS	6	MASTER HTM	GARZONE/RE
CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	3	MASTER HTM	BERTOLINI
REVENUE MANAGEMENT	3	MASTER HTM	SCAURI
DATA MANAGEMENT AND BUSINESS ANALYTICS FOR TOURISM – <u>ADVANCED DIGITAL MARKETING FOR TOURISM 6CFU + E-TOURISM TECHNOLOGY, METHODS AND BIG DATA 6CFU</u>	12	MASTER HTM	<u>GRETZEL/SFOGLIARINI</u>
DATA MANAGEMENT AND BUSINESS ANALYTICS FOR TOURISM – <u>ADVANCED DIGITAL MARKETING FOR TOURISM</u>	6	MASTER HTM	GRETZEL
DATA MANAGEMENT AND BUSINESS ANALYTICS FOR TOURISM – <u>E-TOURISM TECHNOLOGY, METHODS AND BIG DATA</u>	6	MASTER HTM	SFOGLIARINI
CREATIVITY AND DESIGN OF TOURISM POLICIES AND SERVICES	12	MASTER HTM	PECORELLI
<u>PLACE ATTRACTIVENESS AND BIG EVENTS</u>	3	MASTER HTM	<u>VERRI</u>
<u>REVENUE MANAGEMENT</u>	3	MASTER HTM	<u>SCAURI</u>

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

<b>COURSE NAME</b>	<b>ECTS</b>	<b>LEVEL/DEGREE</b>	<b>LECTURER</b>
MULTICULTURAL COMMUNICATION	6	MASTER HTM	BOSSI
NEW BUSINESS DEVELOPMENT IN TOURISM	6	MASTER HTM	DEBELLINI
<u>STRATEGIC ANALYSIS OF VISITOR FLOWS</u>	3	MASTER HTM	BERITELLI
GEOGRAPHY FOR SUSTAINABLE TOURISM DEVELOPMENT	9	MASTER HTM	MAGGIOLI
MARKETING STRATEGIES IN HOSPITALITY AND TOURISM-INTRODUCTION TO DATA ANALYSIS FOR MARKETING RESEARCH	6	MASTER HTM	DRAGHI
MARKETING STRATEGIES IN HOSPITALITY AND TOURISM -DIGITAL MARKETING FOR HOSPITALITY AND TOURISM	6	MASTER HTM	MURTARELLI
MANAGING HOSPITALITY AND GUEST SERVICES ORGANIZATIONS	6	MASTER HTM	DE CARLO/MURPHY
MARKETING STRATEGIES IN HOSPITALITY AND TOURISM - STRATEGIC MARKETING IN HOSPITALITY AND TOURISM	6	MASTER HTM	FRIEL/SHAPOVAL
TRAVEL: RELATIVISM AND HOSPITALITY	3	MASTER HTM	MAZZA
PLACE IMAGE, IDENTITY, BRAND	3	MASTER HTM	GOVERS
THEME PARK AND ATTRACTIONS MANAGEMENT	3	MASTER HTM	FREDDI