

	HOURS	ECTS
1st TERM – ITALY		
MARKETING		
PRINCIPLES OF MARKETING	60	6
<ul style="list-style-type: none"> • Introduction to marketing: meaning, objectives, key concepts and organization • Overview on types of marketing activities: B2B, B2C, guerrilla, digital, content, internal • Marketing in the economy and in business management • Marketing process and business processes • The key role of information and marketing research • Sectoral dynamics and impact on marketing strategies • Qualitative and quantitative analysis of demands • Segmentation, targeting and positioning of the supply • Marketing tools • Practical exercises and corporate feedback 		
ENTREPRENEURSHIP	30	3
<p>Acquisition of an entrepreneurial and design dimension at a work level</p> <p>1-Plan for students</p> <p>2-Idea creation meeting</p> <p>3a-Marketing Planning for New Pace, New Possibilities</p> <p>3b-Analyzing the Current Situation</p> <p>4a-Sizing your market</p> <p>4b-Segmenting, Targeting, and Positioning</p> <p>5-Planning Direction, Objectives, and Marketing Support</p> <p>6-Developing Product and Brand Strategy</p> <p>7-Developing Pricing Strategy</p> <p>8-Developing Channel and Logistics Strategy</p> <p>9-Developing Marketing Communications and Influence Strategy</p> <p>10a-Planning Metrics and Implementation Control</p> <p>10b-Final presentation: PPT and Business Plan</p>		
ESTHETIC OF A JOB	30	3
<p>The module is inspired by the need to "open the topic" of the profound meaning of work in young people, often without any previous professional experience. Starting from music, literature and art, moving on to philosophy and anthropology, it will focus on the meaning of work for man, with a guided, seminar and dialogue method, also corroborating the dimension of critical judgement and the ability to investigate real "non cognitive skills" to be developed in large aesthetic areas and then adopted in everyday work practices.</p> <p>This will involve meetings with experts on the following topics: Music and work, Literature and work, Art and work</p> <p>Followed by a group classroom discussion. The final meeting will focus on the sense of work, with the contribution of an entrepreneurial testimonial.</p>		

SALES MANAGEMENT		
SALES	60	6
<ul style="list-style-type: none"> • Sales Organisation • Sales strategies in the multi-channel era: from the "face to face", to telesales, to e-commerce, and new technologies • Developing a business plan for customer targets, execution and control • Sales force management: characteristics of the sellers, training, allocation of budgets / customers / territories, motivation supervision and performance evaluation • The sales process phases: actors, influencers, demand analysis etc ... • The sales funnel • Indirect sales channels: strategies and management • Evolution of the sales force: the impact of technology • Corporate feedback 		
CRM		
ICT APPLIED TO CRM	30	3
<p><i>Customer Engagement, Relation and Retention Management.</i></p> <ul style="list-style-type: none"> -Understanding the basics of customer engagement/loyalty - overview of the topic -Brand Loyalty under pressure: the digital consumer -Data data data: About customer data management and how to measure loyalty ecc -Understanding your customer deeper emotion curve of the customer the customer journey touchpoints & 'the moments of the truth' <p><i>How to manage CR CE & some practic tools.</i></p> <p>Divided over about 4 sessions:</p> <ul style="list-style-type: none"> -Tools (with focus on 2 very important tools in CRM) <p>emailmarketing database/platforms</p> <ul style="list-style-type: none"> -Customer experience <p><i>Key factors in the relationship between organisation and customer (focus on the organisation and the people)</i></p> <ul style="list-style-type: none"> -Content, social media, contentstrategy, webcare and the role in customer engagement -Conversation & collaboration Listening, interacting and co-creation with customers -The CRM team <p><i>Session about how to build, work in a crm team: roles, responsibilities, needs, the position in the marketing team, etc.</i></p> <ul style="list-style-type: none"> -Wrap up session 		

PRINCIPLES OF THE CRM	60	6
<p>Introduction to Marketing Automation (7hype).</p> <ul style="list-style-type: none"> • What is Marketing Automation? • What are the main tools of Marketing Automation? <ul style="list-style-type: none"> o monitoring o segmentation (tagging/scoring) o automation • How Marketing Automation can help Inbound Marketing strategies • Why is Marketing Automation fundamental in an effective sales funnel? <ul style="list-style-type: none"> • Identification of visitors on the website • Content Personalization in Marketing Automation • Social Media • Automation Rules • Lead Nurturing and Lead Generation • Marketing Automation best practices and case studies in B2C and eCommerce • Lead Nurturing and other Marketing Automation best practices and case studies in B2B <p>Content Marketing (7hype).</p> <ul style="list-style-type: none"> • Effective online communication • Developing a Content Strategy for Marketing Automation • Editorial Plan <ul style="list-style-type: none"> o Blog o Email • How to write a blog post <ul style="list-style-type: none"> o SEO o Title o Metadescription • How to write the perfect email <ul style="list-style-type: none"> o Subject o Pre-header o bodytext • Metrics to track your Content's Success 		
INTERNATIONAL MARKETING		
INTERNATIONAL MARKETS	30	3
<p>COURSE GOAL</p> <p>Considering the current global context, understanding the behavior of “multinational companies” and “companies in phase of internationalization”. The course will focus on the determinants and the specificities of different maintenance and development strategies in the international market.</p> <p>COURSE PROGRAMME</p> <ul style="list-style-type: none"> - The global company and the internationalization strategies; - Company’s international development: identification of the international development processes; - The global economic environment analysis: markets understanding, countries’ attractiveness, choice of the areas in which operate; - Global market-entry options: exportation, productive investment, international alliances; - Marketing mix decisions from an international perspective - Elements of intercultural marketing 		

2nd TERM - THE NETHERLANDS		
CREATIVE BUSINESS		
CREATIVE BUSINESS 1	120	12
<u>Learning outcome:</u> The student can describe the main actors, products and processes of the international media landscape; compare how different organizations in this landscape create, deliver and capture value; and explain the basic characteristics of a media organization. Moreover, the student will be able to perform basic research on the above-mentioned subjects, and communicate professionally – both orally and in writing - the outcome of their findings.		
PRODUCTION 1	120	12
<u>Learning outcome:</u> The student is able to create both an audiovisual and a digital publishing product alone and in a group.		
PERSONAL AND PROFESSIONAL DEVELOPMENT	60	6
<u>Learning Outcome:</u> The student is able to extensively and insightfully reflect on her own development concerning the core tasks of creative business management.		
3rd TERM - SPAIN		
ECONOMIC AND FINANCIAL MANAGEMENT OF A COMPANY		
ENTREPRENEURSHIP, BUSINESS START-UP, INVESTMENT AND FINANCING	33	12
<p>The learner is able to:</p> <ol style="list-style-type: none"> 1. Compile information about entrepreneurship initiatives and opportunities for setting up a business by considering the impact on the area of activity and incorporating ethical values. 2. Establish the legal form and the business responsibilities derived from a business activity by adjusting to the current regulations. 3. Organise the procedures to obtain the required resources to fund the investments and supplies by assessing the different possible financing alternatives. 4. Determine the profitability of the investments, and the solvency and efficiency of an enterprise, by analysing the economic data and the available accounting information. 		

CASH SALES AND PURCHASE OPERATIONAL MANAGEMENT	33	
<p>The learner is able to:</p> <ol style="list-style-type: none"> 1. Determine the operations related to the ordinary expenses and the investments in fixed assets by applying the valid trading and tax regulation. 2. Elaborate and manage the commercial documentation related to the sales of products and provision of services by applying the current valid regulation. 3. Manage the cash and the financing needs by interpreting the accounting data. 		
BUSINESS ACCOUNTABILITY AND TAXATION	33	
<p>The learner is able to:</p> <ol style="list-style-type: none"> 1. Interpret economic data and accounting information of the financial statements and reports of the enterprises by recognizing the commercial regulations and the principles and rules of the General Accounting Plan for the Small Medium Enterprises (SMEs). 2. Manage the tax proceeding of the company by applying the current valid commercial regulations. 		
COMMERCIAL RESEARCH		
COMMERCIAL RESEARCH PLANNING	33	8
<p>The learner is able to:</p> <ol style="list-style-type: none"> 1. Analyze the variables of the market and the environment of the company or organization, evaluating its influence on the activity of the company and the application of the different commercial strategies. 2. Configure a marketing information system (SIM) adapted to the company's information needs, defining the sources of information, procedures and techniques for organizing the data. 3. Prepare the commercial research plan, defining the objectives and the purpose of the study, the sources of information and the methods and techniques applicable to obtain, process and analyze the data. 		
COMMERCIAL RESEARCH EXPLORATION PHASE	33	
<p>The learner is able to:</p> <ol style="list-style-type: none"> 1. Obtain and organize the secondary information available, in accordance with the specifications and criteria established in the research plan, assessing the sufficiency of the data with respect to the objectives of research. 2. Obtain primary information in the exploratory phase, in accordance with the specifications and criteria established in the research plan, applying different qualitative and / or quantitative techniques and procedures to obtain data. 		

COMMERCIAL RESEARCH CONCLUSIVE PHASE	33	
<p>The learner is able to:</p> <p>Determine the characteristics and size of the sample population, applying sampling techniques.</p> <p>Obtain primary information in a conclusive phase, in accordance with the specifications and criteria established in the research plan, applying the most appropriate technique.</p>		
PROCESSING, ANALYSIS AND CONCLUSIONS	33	
<p>The learner is able to:</p> <p>1. Enter and process the data obtained in the research, using computer tools.</p> <p>2. Analyze the data obtained and prepare the report with the conclusions, applying statistical analysis techniques and computer tools.</p> <p>3. Manage relational databases, in accordance with the research objectives, determining the most suitable formats for the introduction, recovery and presentation of the information</p>		
COMMERCIAL RESEARCH FIELDWORK		
SELECTION, TRAINING AND PERSONAL MOTIVATION OF FIELD WORK	45	
<p>The learner is able to:</p> <p>1. Determine the characteristics and criteria for the selection of field work personnel, taking into account the needs and requirements of the commercial research plan.</p> <p>2. Define the training, refinement and recycling plans of a field work team, based on the needs detected and the specifications received, to improve their training, efficiency and effectiveness.</p> <p>3. Interpret the questionnaire and instructions given for field work, observations, interviews, group meetings, surveys or other data acquisition techniques, using the available means efficiently to guarantee the accuracy and validity of the answers.</p>		6
ORGANISATION AND CONTROL OF FIELDWORK STAFF	21	
<p>The learner is able to:</p> <p>1. Plan and organize the fieldwork staff team, establishing the necessary means and resources and the guidelines for action in accordance with the research plan.</p> <p>2. Establishes the system of evaluation and control of the field work and the performance of team members, applying supervision and control techniques to ensure the quality of the process.</p>		

4th TERM - PORTUGAL		
ONLINE CONSUMER RESEARCH	109	6
<p>The student will be able to:</p> <ul style="list-style-type: none"> • Use on line research to understand consumer needs and wants. • Develop on line research, based on Opinion Mining and Brand Sentiment Analysis methodologies. 		
BIG DATA ANALYSIS	109	6
<p>The student will be able to:</p> <ul style="list-style-type: none"> • Understand what is Big data. • Use big data analysis to understand client needs and wants. • Develop business analytics by using big data. 		
ONLINE OPEN INNOVATION	109	6
<p>The student will be able to:</p> <ul style="list-style-type: none"> • Understand the Open innovation concept and methodology. • Know how to implement on line communities of learning. • How to promote on line communities for open innovation. 		
HOW TO USE TECHNOLOGY TO SOLVE CONSUMER NEEDS	109	6
<p>The student will be able to:</p> <ul style="list-style-type: none"> • Use technology to identify consumer needs / wants. • Propose digital solutions to solve consumer needs / wants. • Develop a business plan for digital products / services. 		
TOTAL NUMBER OF HOURS	1333	
TOTAL NUMBER OF ECTS		110