

# MARKETING INTERNAZIONALE

*Corso Specializzazione Post Diploma*



**JAC**

JOBSACADEMY

IT'S EXPERIENCE

# BUSINESS AREA

## 1 PRIMO ANNO

<b>P1</b> Entrepreneurship / project work.....	<b>30 ore</b>	<b>M7</b> International markets.....	<b>30 ore</b>
<b>M1</b> Principles of marketing.....	<b>45 ore</b>	<b>M8</b> Project management and creative business.....	<b>90 ore</b>
<b>M2</b> Work aesthetics and critical thiking.....	<b>30 ore</b>	<b>M9</b> Digital marketing and production.....	<b>90 ore</b>
<b>M3</b> Work health and safety.....	<b>15 ore</b>	<b>M10</b> Professional development.....	<b>75 ore</b>
<b>M4</b> Sales.....	<b>60 ore</b>	<b>I1</b> Stage 1st year .....	<b>360 ore</b>
<b>M5</b> IT tools.....	<b>30 ore</b>		
<b>M6</b> CRM and marketing automation.....	<b>45 ore</b>	<b>Totale CF I anno: 60</b>	

## 2 SECONDO ANNO

<b>P2</b> Entrepreneurship, business start-up, investment and financing.....	<b>60 ore</b>	<b>M16</b> Customs management.....	<b>45 ore</b>
<b>M11</b> Cash sales and purchase operational management.....	<b>30 ore</b>	<b>M17</b> Online consumer research.....	<b>30 ore</b>
<b>M12</b> Business accountability and taxation.....	<b>30 ore</b>	<b>M18</b> Big data analysis.....	<b>90 ore</b>
<b>M13</b> Commercial research planning.....	<b>60 ore</b>	<b>M19</b> Online open innovation and SMM.....	<b>90 ore</b>
<b>M14</b> Processing, analysis and conclusions.....	<b>60 ore</b>	<b>M20</b> Technologies for consumer needs.....	<b>75 ore</b>
<b>M15</b> HR management and organisation of fieldwork staff.....	<b>30 ore</b>	<b>I2</b> Stage 2nd year.....	<b>440 ore</b>
		<b>Totale CF II anno: 60</b>	
		<b>DIPLOMA ITS - V LIVELLO EQF</b>	

## 3 TERZO ANNO

Laurea triennale con riconoscimento crediti formativi universitari presso università partner italiane e straniere.  
I relativi piani di studio variano in base al percorso scelto.

**LAUREA TRIENNALE ~ VI LIVELLO EQF**