



**università
iulm**

**Courses in English
a.y. 2022-23**



Guidelines

First semester / Fall term: September-December
Winter exam session: January-February

Second semester / Spring term: February-May
Summer exam session: May-July

- Our courses don't have **Component Codes**.
- Click on the courses' title to check the **syllabus**.
- Click on the names of the professors to read their **academic curricula**.
- Pay attention to courses with **prerequisites** or **closed-number courses**. If you have doubts, contact the IULM Study Abroad Office for a clarification at this email address: incoming@iulm.it
- Students can attend courses for **up to 30 credits per semester**.
- Click **here** to check courses (both in Italian and in English) and syllabi of our Bachelor's and Master's Degrees:
 - Click on the Degree;
 - Click on "Insegnamenti e programmi a.a. 2022/23";
 - Pay attention to the semester for each course and click on the title to check the curriculum.

COURSES TAUGHT IN ENGLISH 2022-23

Faculty of Communication

1st semester

COURSE NAME <small>(click on the course name to check the program)</small>	ECTS	LEVEL/DEGREE	LECTURER
PROFESSIONAL ENGLISH I <i>Prerequisite:</i> level A1 of CEFR	3		SSML
PROFESSIONAL ENGLISH II <i>Prerequisite:</i> level B1 of CEFR	3		SSML
PROFESSIONAL ENGLISH III <i>Prerequisite:</i> level B2 of CEFR	3		SSML
SPANISH LANGUAGE AND CULTURE	3	BACHELOR – CCPR	SSML
FRENCH LANGUAGE AND CULTURE	3	BACHELOR – CCPR	SSML
GERMAN LANGUAGE AND CULTURE	3	BACHELOR – CCPR	SSML
RUSSIAN LANGUAGE AND CULTURE	3	BACHELOR – CCPR	SSML
CHINESE LANGUAGE AND CULTURE	3	BACHELOR – CCPR	SSML
ITALIAN LANGUAGE AND CULTURE	3	BACHELOR – CCPR	CONSONNO
CORPORATE COMMUNICATION	9	BACHELOR – CCPR	RAVAZZANI
INFORMATION SYSTEMS AND DIGITAL TRENDS	6	BACHELOR – CCPR	CARIGNANI / GEMMO
SOCIOLOGY OF MEDIA	9	BACHELOR – CCPR	BARILE
CONSUMER PSYCHOLOGY AND NEUROMARKETING	6	BACHELOR – CCPR	MICHELETTO / OLIVERO / ZITO



<u>SOCIAL CHANGE IN THE DIGITAL AGE</u>	9	BACHELOR – CCPR	<u>BITTANTI</u>
<u>PROFESSIONAL WRITING (WORKSHOP)</u>	6	BACHELOR – CCPR	<u>BOCCHI / CARBONE / GALLITELLI / VELARDI</u>
<u>ECONOMICS</u>	9	BACHELOR – CCPR	<u>BARBARITO / GATTAI</u>
<u>PUBLIC RELATIONS (WORKSHOP)</u>	6	BACHELOR – CCPR	<u>MURTARELLI / ROMENTI</u>
<u>COMMUNICATION MANAGEMENT IN PUBLIC SECTORS (WORKSHOP)</u>	6	BACHELOR – CCPR	<u>COMBONI</u>
<u>PRODUCT INNOVATION, CONSUMPTION AND MARKETING</u>	6	BACHELOR – CCPR	<u>TIRELLI</u>
<u>RETAIL MARKETING INNOVATION</u>	6	BACHELOR – CCPR	<u>STIGLIANO</u>
<u>ARTIFICIAL INTELLIGENCE</u>	6	BACHELOR – CIRP	<u>MANZOTTI / DAMIANO</u>
<u>COMPETITIVE POSITIONING AND BRANDING NEW PRODUCTS</u>	6	MASTER – MCC	<u>BRUNI / GORI</u>
<u>RETAIL & BRANDED PLACES DESIGN</u>	6	MASTER – MCC	<u>FABBRO</u>
<u>MIND, MEDIA AND MODERN CULTURE</u>	6	MASTER – TCNM	<u>MANZOTTI</u>
<u>STRATEGY AND MANAGEMENT</u>	9	MASTER – SC	<u>COLOMBO / D'ANGELLA</u>
<i>Strategic communication</i> Module: <u>FUNDAMENTALS OF STRATEGIC COMMUNICATION</u>	6	MASTER – SC	<u>INVERNIZZI / ROMENTI</u>
Module: <u>ISSUE AND CRISIS MANAGEMENT</u>	6		<u>LUFFARELLI</u>
<i>Data Analysis & Data Visualization</i> Module: <u>DATA ANALYSIS FOR COMMUNICATION</u>	6	MASTER – SC	<u>PIZZOGLIO / COLLEONI</u>
<u>PRINCIPLES OF CSR AND COMMUNICATION</u>	6	MASTER – SC	<u>COLLEONI / FAZI</u>
<i>Stakeholder Relationship Management</i>	6	MASTER – SC	



Module: ISSUES & CRISIS COMMUNICATION	6		LUFFARELLI
Module: PUBLIC AFFAIRS & DIGITAL ADVOCACY			VALENTINI / STAGNARO
CORPORATE SOCIAL RESPONSIBILITY & COMMUNICATION	6	MASTER – SC	COLLEONI / FAZI
COMMUNICATION MEASUREMENT & DATA ANALYSIS	6	MASTER – SC	COLLEONI / PIZZOGLIO
INTERNAL COMMUNICATION AND CHANGE MANAGEMENT	6	MASTER – SC	MAZZEI / AGAGLIATI / BOCEDI
FINANCIAL COMMUNICATION AND INVESTOR RELATIONS	6	MASTER – SC	MAZZOLA / RICCERI / CUGNASCA / CHIANDETTI
COMMUNICATION AND EVENT MANAGEMENT IN LUXURY	6	MASTER – SC	BARBAGELATA

2nd semester

COURSE NAME <i>(click on the course name to check the program)</i>	ECTS	LEVEL/DEGREE	LECTURER
PROFESSIONAL ENGLISH I Prerequisite: level A1 of CEFR	3 or 6		SSML
PROFESSIONAL ENGLISH II Prerequisite: level B1 of CEFR	3 or 6		SSML
PROFESSIONAL ENGLISH III Prerequisite: level B2 of CEFR	3 or 6		SSML
SPANISH LANGUAGE AND CULTURE	3 or 6	BACHELOR – CCPR	SSML
FRENCH LANGUAGE AND CULTURE	3 or 6	BACHELOR – CCPR	SSML
GERMAN LANGUAGE AND CULTURE	3 or 6	BACHELOR – CCPR	SSML



RUSSIAN LANGUAGE AND CULTURE	3 or 6	BACHELOR – CCPR	SSML
CHINESE LANGUAGE AND CULTURE	3 or 6	BACHELOR – CCPR	SSML
ITALIAN LANGUAGE AND CULTURE	3 or 6	BACHELOR – CCPR	CONSONNO
SOCIOLOGY OF CONSUMPTION AND CORPORATE CULTURE	6	BACHELOR – CCPR	POLESANA
MANAGEMENT	9	BACHELOR – CCPR	RICCERI
ADVERTISING	6	BACHELOR – CCPR	DIERS LIENKE / MATTAVELLI
SEMIOTICS	6	BACHELOR – CCPR	PISANTY
STATISTICS AND MARKET RESEARCH	9	BACHELOR – CCPR	SFOGLIARINI
MARKETING	9	BACHELOR – CCPR	FREDDI / HOFER / MASSARA
ORGANIZATION THEORIES & HR MANAGEMENT	6	BACHELOR – CCPR	DONATI / LEONZIO / MAZZEI
INTRODUCTION TO PUBLIC AND PRIVATE LAW	6	BACHELOR – CCPR	ROSSI
Creativity workshop Module: CREATIVITY AND DESIGN	9	BACHELOR – CCPR	GALLI / RAMPONI / SUTEU
Creativity workshop Module: CREATIVITY AND ADVERTISING	9	BACHELOR – CCPR	BUFFO
PUBLIC SPEAKING	6	BACHELOR – CCPR	LUCCHINI / MASCHERPA
BUSINESS STRATEGY <i>Closed-number course</i>	6	BACHELOR – CCPR	D'ANGELLA / MARCHI / MAZZOLA
INFLUENCER MARKETING STRATEGIES <i>Closed-number course</i>	6	BACHELOR – CCPR	BORSARI
MARKETING & SALES	6	BACHELOR – CCPR	CORSARO / PIANTANIDA



<u>SOCIAL MEDIA MANAGEMENT FOR CORPORATE COMMUNICATION</u>	6	BACHELOR – CCPR	<u>RAVAZZANI / STOILJKOVIC</u>
<u>DIGITAL MEDIA FOR MARKETING COMMUNICATION</u>	6	BACHELOR – CCPR	<u>BROGNARA</u>
<u>COMMUNICATING IN CRITICAL SITUATIONS</u> <i>Closed-number course</i>	6	BACHELOR – CIRP	<u>LUCCHINI / MASCHERPA</u>
<u>DIGITAL AND SOCIAL MEDIA CREATIVE COMMUNICATION</u>	6	BACHELOR – CMP	<u>MAGGI / CORTI</u>
<u>LEADERSHIP AND CREATIVE THINKING</u>	6	BACHELOR – CMP	<u>GALLI</u>
<u>DIGITAL STORYTELLING</u>	6	MASTER – TCNM	<u>CARBONE</u>
<u>SOCIOLOGY OF MARKETING ALGORITHMS</u>	6	MASTER – MCC	<u>BROGNARA</u>
<u>MANAGEMENT OF DESIGN</u>	6	MASTER – MCC	<u>CATALANI</u>
<u>BUSINESS TECHNOLOGIES AND INNOVATION MANAGEMENT FOR STARTUPS</u>	6	MASTER – MCC	<u>PARISI</u>
<i>Data Analysis & Data Visualization</i> Module: <u>VISUAL COMMUNICATION AND DATA VISUALIZATION</u>	6	MASTER – SC	<u>GALLI / GUADAGNI</u>
<i>Digital Communication Management and AI</i> Module: <u>SOCIAL MEDIA RELATIONS MANAGEMENT</u> Module: <u>AI FOR COMMUNICATION AND MARKETING</u>	6 6	MASTER – SC	<u>MURTARELLI</u> <u>COLETTI</u>
<u>ORGANIZATIONAL BEHAVIOUR & NEUROMANAGEMENT</u>	6	MASTER – SC	<u>GEMMO / GABRIELLI</u>
<u>DIGITAL MARKETS</u>	6	MASTER – SC	<u>CARIGNANI</u>
<u>FASHION COMMUNICATION</u>	6	MASTER – SC	<u>POMODORO</u>
<u>LAW AND COMMUNICATION</u>	6	MASTER – SC	CATTANI



<u>NEUROSCIENCE FOR COMMUNICATION LAB</u>	6	MASTER – SC	FICI
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COURSES TAUGHT IN ENGLISH 2022-23

Faculty of Arts and Tourism

1st semester

COURSE NAME <i>(click on the course name to check the program)</i>	ECTS	LEVEL/DEGREE	LECTURER
PROFESSIONAL ENGLISH I Prerequisite: level A1 of CEFR	3		SSML
PROFESSIONAL ENGLISH II Prerequisite: level B1 of CEFR	3		SSML
PROFESSIONAL ENGLISH III Prerequisite: level B2 of CEFR	3		SSML
CRITICAL ISSUES IN HOSPITALITY AND TOURISM HUMAN RESOURCES	6	MASTER – HTM	QUARATINO
ACCOUNTING AND FINANCIAL MANAGEMENT	6	MASTER – HTM	SAINAGHI
<i>Marketing strategies in Hospitality and Tourism</i> Module: INTRODUCTION TO DATA ANALYSIS FOR MARKETING RESEARCH	6	MASTER – HTM	FORCINITI / SFOGLIARINI
CULTURAL HERITAGE, ARTS AND TOURISM	9	MASTER – HTM	BELLINI / FRIEL / TONGA URIARTE
COMMUNICATION SKILLS FOR BUSINESS Prerequisite: level B2 of CEFR	6	MASTER – HTM	RE
<i>E-tourism technology and digital marketing</i> Module: E-TOURISM TECHNOLOGY, METHODS AND BIG DATA Module: ICT AND DIGITAL MARKETING FOR THE TOURISM INDUSTRY	6	MASTER – HTM	SFOGLIARINI



	6		MELE / VALLE
<u><i>Creativity and Design of Tourism Policies</i></u> Module: NEW TRAVEL TRENDS	6	MASTER – HTM	POZZI / NEUHOFER
Module: GEOGRAPHY OF TOURISM POLICIES AND INNOVATION	6		PECORELLI
CUSTOMER EXPERIENCE DESIGN THROUGH DATA AND TECHNOLOGY	9	MASTER – HTM	BUSCEMA / FERILLI / INVERSINI
OPTIMIZATION IN DECISION MAKING	9	MASTER – HTM	DI PERSIO / SCAURI
PLACE ATTRACTIVENESS AND BIG EVENTS	3	MASTER – HTM	VERRI
CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	3	MASTER – HTM	BERTOLINI
PLACE IMAGE, IDENTITY, BRAND	3	MASTER – HTM	GOVERS
TRAVEL: RELATIVISM AND HOSPITALITY	3	MASTER – HTM	MAZZA

2nd semester

COURSE NAME <i>(click on the course name to check the program)</i>	ECTS	LEVEL/DEGREE	LECTURER
PROFESSIONAL ENGLISH I Prerequisite: level A1 of CEFR	3 or 6		SSML
PROFESSIONAL ENGLISH II Prerequisite: level B1 of CEFR	3 or 6		SSML
PROFESSIONAL ENGLISH III Prerequisite: level B2 of CEFR	3 or 6		SSML
ENGLISH FOR THE ARTS Prerequisite: level A2-B1 of CEFR	6	BACHELOR – ASEC	RE
GENERAL ENGLISH (ADVANCED) Prerequisite: level B2 of CEFR	6	BACHELOR – ASEC	HARRIES
STRATEGY OF CULTURAL EVENTS	6	BACHELOR – ASEC	ABIS



<u>MANAGING HOSPITALITY AND GUEST SERVICES ORGANIZATIONS</u>	6	MASTER – HTM	<u>DE CARLO</u> / <u>MURPHY</u>
<i>Marketing strategies in Hospitality and Tourism</i> Module: <u>STRATEGIC MARKETING IN HOSPITALITY AND TOURISM</u> Module: <u>DIGITAL MARKETING FOR HOSPITALITY AND TOURISM</u>	6 6	MASTER – HTM	<u>FRIEL</u> / <u>SHAPOVAL</u> <u>MELE</u>
<u>GEOGRAPHY FOR SUSTAINABLE TOURISM DEVELOPMENT</u>	9	MASTER – HTM	<u>MAGGIOLI</u> / <u>PERES</u> / <u>SAARINEN</u>
<u>COMMUNICATIONS SKILLS FOR INNOVATION</u>	6	MASTER – HTM	<u>BOSSI</u> / <u>RE</u>
<u>STRATEGY DESIGN FOR SUSTAINABLE DESTINATIONS</u>	6	MASTER – HTM	<u>BERITELLI</u> / <u>SAINAGHI</u>
<u>NEW BUSINESS DEVELOPMENT IN TOURISM</u>	3	MASTER – HTM	<u>DEBELLINI</u>
<u>THEME PARK AND ATTRACTIONS MANAGEMENT</u>	3	MASTER – HTM	<u>FREDDI</u>

COURSES TAUGHT IN ENGLISH 2022-23

Faculty of Interpreting and Translation

1st semester

COURSE NAME <i>(click on the course name to check the program)</i>	ECTS	LEVEL/DEGREE	LECTURER
<u>HUMANOMICS - ECONOMIA E LETTERATURE</u>	3	BACHELOR – IC	<u>MINGARDI</u>