

44. PROCESSES, MULTI-CHANNEL AND RETAIL MARKETING IN SUSTAINABLE BUSINESS ORGANIZATIONSⁱ

Level I

Department of Economics and Management (DISEI)

Course coordinator

Lucia Varra

STUDY PLAN

Subject	Academic Discipline	Credits
I. Organization of the sustainable business enterprise and supply chain process (Integrated course)		9
A. Organization and Management of the Commercial Enterprise	SECS-P/10	3
B. Supply chain process	ING-IND/17	6
II. Budgeting and quantitative methodologies for performance monitoring		9
III. Organization and key profiles in business enterprises		6
IV. Multi-channel marketing (Integrated course)		9
Module A Marketing	SECS-P/08	6
Module B Digital Marketing	SECS-P/08	3
V. People management and ethical leadership		6
VI. Cross skills-Techniques and soft skills (Integrated course)		12
Mod. A - Basic elements of statistics and data science	SECS-S/03	3
Mod. B - Database software and applications	SECS-S/03	3
Mod. C - Data Systems	SECS-S/03	3
Mod. D - Soft skills	SECS-P/10	3
Total credits for face-to-face classes		51
Internship/Project work		6
Final report		3
Total credits		60

ⁱ This document is a translation of the form A.2 relating to the study plan of the course attached to the Decree of the Deputy number 873 (record 158006) of 25th of July 2022, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for legal purposes and has the sole purpose of supplying information in English on the content of the public notice.