



Università degli Studi "G. d'Annunzio"
Dipartimento di Economia Aziendale

Corso di Studio in DIGITAL MARKETING LM77

A.A. 2023-2024

<i>Materia</i>	<i>Docente</i>	<i>Numero tesi disponibili</i>
Advanced English	Nicola De Marco	10
Digital marketing principles	Donato Carmela	10
Machine Learning and Data Science/Applied data Analytics	Morbidoni Christian	10
Marketing statistics and metrics	Sarra Annalina	10
Economics of strategic competition	Eboli Mario	10
Digital innovation	Ceci Federica	10
Business and social media strategies	D'Andreamatteo Antonio	8
Economics of digital goods and on-line markets	Carlei Vittorio	10
Digital law	Monti Andrea	10
Performance management	Della Porta Armando	8
Strategie di internazionalizzazione e digital innovation	Ianni Luca	10
Digital Consumer Behaviour	Donato Carmela	10
Digital Marketing and User Experience	Barbarossa Fabrizio	10
Strategic Management	Consorti Augusta	10