



PROFESSIONAL MASTER PROGRAMME SHEET - 2026-2027 A.Y.

Title	Marketing Management
Code	5644
Level	Level I
Director	Gabriele Pizzi
Registration fee for selection and enrolment fee	Registration fee for selection: € 60.00 non-refundable contribution for administrative services (Article 1 of the call for applications). Enrolment fee: € 14.800 Total contribution in figures: • € 1.850 to be paid strictly by 31/03/2026 for Round 1, 26/05/2026 for Round 2, 28/07/2026 for Round 3, and 6/10/2026 for Round 4. • € 7.000 to be paid by 30/11/2026 • € 5.950 to be paid by 28/02/2027 Details regarding the payment methods for the second and third instalments, which must be settled by their respective deadlines, will be communicated to participants in due time via email. If external funding is provided by sponsoring institutions, full waivers and/or reduced tuition fees may be granted to candidates achieving the highest rankings across the four selection rounds. Reduced Tuition Schemes: Band 1: reduced tuition €10.800. First instalment €1.850; second instalment €7.000; third instalment €1.950. Band 2: reduced tuition €8.800. First instalment €1.850; second instalment €6.950. Band 3: full tuition waiver; in case of a full waiver, students are still responsible for a fixed fee of €184.54 (regional tax, stamp duties, insurance, and diploma issuance). Tuition may also be covered by third-party sponsors (Public Bodies, Foundations, Companies, etc.). In such cases, the candidate must promptly request from the Program Office (professionalmasters@bbs.unibo.it) the nominal <i>Letter of Intent template</i>, through which the sponsoring entity formalizes its commitment and submits it to the University of Bologna via PEC (to: scriviunibo@pec.unibo.it; cc: master@unibo.it).



Subject area Professional master programme description: objectives/targets	Social, economic, legal Pursuant to Decree no. 270 of 22 October 2004 of the Italian Ministry of Education, University and Research, for the academic year 2026–2027, Alma Mater Studiorum – Università di Bologna, with Bologna as the administrative seat, will run a first-level professional Master’s programme in “Marketing Management.” The Master’s programme is established at the proposal of the Department of Business Studies (DISA) and in cooperation with the Bologna University Business School Foundation. The programme aims to develop and strengthen marketing and sales competencies within the broader framework of companies’ competitive strategies. More specifically, it seeks to enhance participants’ capabilities in market and consumer analysis, product and brand development, pricing strategies, marketing communications, channel management, sales force management, and key account management. The Master’s programme offers the following tracks: 1. Analytics and AI for Marketing 2. Applied Marketing and Sales
Titles required for admission	The programme is reserved for candidates who, by the time of enrolment (31/03/2026 for window 1, 26/05/2026 for window 2, 28/07/2026 for window 3, 6/10/2026 for window 4) are in possession of the following qualifications and access requirements: • All first cycle degree and/or second / single cycle degree obtained under D.M. 270/04 or first cycle degree and/or second / single cycle degree obtained under the laws previously in force (DM 509/99 and Old Regulations); • First cycle degree and/or second / single cycle degree obtained abroad deemed equivalent to those described in the point above by the admission committee, for the purposes of admission to the Master.
Other admission requirements	The documents required for the selection process are specified in the operational instructions (front-and-back copy of a valid ID; degree certificate), in addition to the specific documents listed below: a) Curriculum Vitae in English; b) Motivation Letter in English; c) Reference Letter in English (optional); d) Passport-style identification photo; e) Concentration Form;



	f) English language proficiency certificate (TOEFL, IELTS, or Cambridge English) demonstrating a minimum level of B2 according to the Common European Framework of Reference. Applicants who do not hold such certification will be required to sit a written test to verify English proficiency; g) If available, GMAT or GRE score report, with a minimum score of 550 (GMAT) or equivalent (GRE). Candidates who do not possess such certification will be required to take the written aptitude test. Applicants holding a degree obtained abroad, if admitted, will be required to present the original documentation to the Master's Office, in accordance with what is stated in the <i>Conditional Enrollment Form</i>.
Course structure	Core Courses • Marketing Strategy – Subject group: SECS-P/08 – ECTS credits: 3 • Data Analysis for Market Research – Subject group: SECS-P/08 – ECTS credits: 3 • Introduction to Generative AI – Subject group: INF/01 – ECTS credits: 1 • Consumer Behavior – Subject group: SECS-P/08 – ECTS credits: 3 • Business Ethics and Sustainability – Subject group: SECS-P/10 – ECTS credits: 1 • CRM – Subject group: SECS-P/08 – ECTS credits: 2 • Strategic Accounting – Subject group: ECON-06/A – ECTS credits: 3 • Personal Branding (Elective) – Subject group: SECS-P/08 – ECTS credits: 2 • Neurosciences Applied to Marketing (Elective) – Subject group: SECS-P/08 – ECTS credits: 2 • Digital Interactive Marketing (Elective) – Subject group: SECS-P/08 – ECTS credits: 2 • Laboratory of Customer Value Management (Elective) – Subject group: SECS-P/08 – ECTS credits: 2 Track in Analytics and AI for Marketing • Data Strategy – Subject group: SECS-P/08 – ECTS credits: 3 • Data Visualization – Subject group: SECS-P/08 – ECTS credits: 2 • AI and Data Management – Subject group: ING-INF/05 – ECTS credits: 2 • Data Platform – Subject group: SECS-P/08 – ECTS credits: 3 • Data Marketing Management Laboratory – Subject group: ING-INF/05 – ECTS credits: 3 • Fundamentals of AI – Subject group: INF/01 – ECTS credits: 2 • Fundamentals of BI – Subject group: INF/01 – ECTS credits: 2 • Marketing Automation – Subject group: SECS-P/08 – ECTS credits: 3 Track in Applied Marketing and Sales • Digital Analytics – Subject group: SECS-P/08 – ECTS credits: 2 • Pricing and Valuations – Subject group: SECS-P/08 – ECTS credits: 3 • Principles of Channel and Retail Management – Subject group: SECS-P/08 – ECTS credits: 3 • Advertising and Communication – Subject group: SECS-P/08 – ECTS credits:



	3 • Key Account Management and Trade Marketing – Subject group: SECS-P/08 – ECTS credits: 3 • Salesforce Management – Subject group: SECS-P/08 – ECTS credits: 3 • Product and Brand Management – Subject group: SECS-P/08 – ECTS credits: 3
Administrative office	Bologna
Place of teaching	Bologna Business School Villa Guastavillani - Via degli Scalini 18, 40136 Bologna Campus, New Building – Via degli Scalini 23, 40136 Bologna
Language	English
Duration	Annual
ECTS credits	60
Compulsory attendance	70%
Teaching delivery methods	In-person attendance. Classes are scheduled from Monday to Friday, between 9:00 AM and 6:00 PM. For further information, please contact the Programme Office at professionalmasters@bbs.unibo.it
Available places	Min. 12 – Max. 50
Application deadline (to register for selection)	Round 1: 02/03/2026 at 11:59 PM CET Round 2: 27/04/2026 at 11:59 PM CET Round 3: 29/06/2026 at 11:59 PM CET Round 4: 07/09/2026 at 11:59 PM CET
Selection date	The selection process will take place as follows: • For applicants in Round 1: 05/03/2026 (written aptitude test and written English test) and 10–11/03/2026 (motivational interview); • For applicants in Round 2: 30/04/2026 (written aptitude test and written English test) and 05–06/05/2026 (motivational interview); • For applicants in Round 3: 02/07/2026 (written aptitude test and written English test) and 07–08/07/2026 (motivational interview); • For applicants in Round 4: 10/09/2026 (written aptitude test and written English test) and 15–16/09/2026 (motivational interview).



Selection method	Admission to the Master's programme is subject to the successful completion of the selection process, which consists of a written aptitude test, a written English language test, and a motivational interview. The Evaluation Committee may award a maximum of 100 points, and the minimum score required to be deemed eligible is 60/100. The written aptitude test and the written English test do not contribute to the final score; however, they are considered prerequisites for accessing the motivational interview. All selection tests will be conducted online via videoconference, at a time that will be communicated to candidates and in any case scheduled between 8:00 AM and 8:00 PM (Italian time). Candidates must attend the test with a valid identification document. Candidates who meet the eligibility requirements and who rank within the available slots—based on their overall score—will be admitted to the Master's programme. In the event of a tie, preference will be given to the younger candidate.
Date of ranking list Publication and opening of enrolments	Round 1: 17/03/2026 Round 2: 12/05/2026 Round 3: 14/07/2026 Round 4: 22/09/2026 The rankings can be consulted on Studenti Online by entering your username and password
Enrolment period	Round 1: from 17/03/2026 to 31/03/2026 at 11:59 PM CET Round 2: from 12/05/2026 to 26/05/2026 at 11:59 PM CET Round 3: from 14/07/2026 to 28/07/2026 at 11:59 PM CET Round 4: from 22/09/2026 to 06/10/2026 at 11:59 PM CET
Students with a civil disability certificate of 66% or higher or a certificate pursuant to Law 104/92	A number of 2 places are envisaged, even if they exceed the maximum number of available positions, for candidates who are deemed eligible through the selection process. These places include an exemption from tuition fees, net of fixed charges and the application fee. For detailed information on the application and matriculation procedure, please refer to the single call for applications, art. 9
Alumni Association members	There are 2 reserved places, even in addition to the maximum number.



	For details on how to apply, please refer to the single call for applications, art. 9
Auditors	There are auditors in a proportion of no more than 20 % of those enrolled, in accordance with art. 10 of the call for applications. Interested persons must indicate their willingness directly to the professional master programme Administration Office by the enrolment deadline. Acceptance of the request will be communicated by 19/10/2026. If not, all auditor places are filled by the above deadline, the Director reserves the right to also assess applications received later, until the available places are filled and, in any case, no later than the beginning of the lessons. The auditor fee is 8,800.00 Euro <i>(single instalment to be paid at the time of enrolment, the amount of which may be reduced by up to 50% of the registration fee).</i> For information on the auditor status, please refer to art. 10 of the single call for applications.
Implementing procedures: • Internship/project work • Final examination	Internship: 500 hours – 20 ECTS Final Assessment: Upon verification of the regular completion of all payments, fulfillment of the minimum attendance requirement, successful completion of all examinations, and submission of all documentation required for the activation of the academic career, candidates must undergo an oral defense, either in person or online, of their internship report/project work. The purpose of the defense is to assess whether the learning outcomes defined by the Master's programme have been achieved. For information, please contact the professional master programme Programme Office (professionalmasters@bbs.unibo.it)
Start of lessons and information on the calendar of learning activities	Classes will begin in October 2026. Classes are held from Monday to Friday, between 9:00 AM and 6:00 PM, from October 2026 to June 2027. The programme is followed by the internship or project work.
More information	Students who decide to withdraw from or renounce participation in the Master's programme after having paid one or more instalments are not entitled to any refund of the amounts paid, regardless of the reason. Withdrawal from studies is a formal and irrevocable act through which a student terminates their academic career. The withdrawal form must be requested from the Master's Office (master@unibo.it) and returned duly completed, signed, and affixed with the required revenue stamp, together



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	with a front-and-back copy of a valid identity document and the university badge. For non-EU students, withdrawal from studies results in the loss of the requirements necessary to remain legally in Italy. It is not permitted under any circumstances to request a transfer from one Master's programme to another, nor to any other course offered by the University. The activation of each track is subject to reaching a minimum of 7 enrolled students. If this threshold is not met, the Master's Directorate reserves the right not to activate the track. The choice of track must be indicated in the form attached to this call and submitted together with the application documents. The track selection must be confirmed during the selection process. If the chosen track is not activated due to an insufficient number of enrolled students, the admitted candidate who has already completed enrollment may either transfer their registration to another track that is activated or withdraw from the Master's programme and request reimbursement of the first instalment (excluding the stamp duty). Once the selection process is completed, it is not possible to transfer to another track if the confirmed track is activated, except in cases expressly authorised by the Master's Directorate.
For administrative information	Contact the Ufficio Master at master@unibo.it <u>Virtual help desk</u> Mondays and Fridays from 9.00 am. to 11.30 am
For scientific and teaching information	Pierluigi Sardella - +39 051 2090148 – professionalmasters@bbs.unibo.it Michele Coco - +39 051 2090169 - professionalmasters@bbs.unibo.it