

## Study Plan Twinning Program in Marketing Luiss University – University of Malta

### Year 1 at the University of Malta (2023/2024)

<b>Courses at UM</b>	<b>SM</b>	<b>ECTS</b>	<b>Recognition for Luiss Degree</b>	<b>ECTS</b>
Advanced Digital Marketing Strategy	1	5	Learning Innovation Activities Gap 1 Gap 2	
Management Science and Decision Analysis	2	5		6
Strategic Management and Enterprising	1	5	Elective 1	6
Customer Experience Design for Marketing and Management	1	5	Product and Brand Management	8
Advanced Research Techniques	1	5	Research Methodology for Marketing	6
Service Design and Operations Strategy	1	5	Business and Marketing Analytics	6
Marketing Strategy: Planning and Simulation (Markstrat)	2	5	Marketing Plan and Markstrat Simulation	6
Behavioural Science for Business	2	5		
Online Advertising	2	5	Consumer Behavior	8
e-Marketing	2	5	Managerial Economics: Theories and Marketing Applications	6
Digital Analytics for Marketing Management	2	5		
Cognitive Heuristics and Judgment in Managerial Decision Making	1	5	Statistics for Marketing	8
<b>Total</b>		<b>60</b>		<b>60</b>

### Summer Term

	<b>ECTS</b>
Summer University Program: Management “Made in Italy”: Food, Luxury, Fashion and Design	0



## Year 2 at Luiss University (2024/2025)

### Major in Marketing Analytics & Metrics

<b>Code</b>	<b>Courses in Luiss</b>	<b>SM</b>	<b>ECTS</b>
BI010	Marketing Law & Regulation	1	6
BI012	Behavioral Economics and Consumer Decision Making	1	6
BI013	Integrated Marketing Communication	1	6
BI014	Performance Marketing	1	6
M219BI	Data and Artificial Intelligence Labs	1	8
	Elective 2	1	6
SMDIM00022	Thesis Writing Seminar	2	4
	Final Work	2	18
	<b>Total</b>		<b>60</b>