

Marketing & Digital Management

New products for new markets

25th edition
Baveno (VB), from 15th November 2021



ISTUD Business School

Master Program accredited by ASFOR

discover
your talent. Drive change.

Master in Marketing & Digital Management



25th edition

from 15th November '21
to 28th October '22

Under the patronage of



The **Master in Marketing & Digital Management** is a full time program for graduates and young professionals who are willing to undertake a career in Marketing and Digital Transformation.

The **pervasive novelty of digital technologies is changing our lives** as consumers, employees, business operators and citizens at an exponential rate. The way organizations are designed and managed and the way strategies are thought and executed is undergoing a **radical challenge** by the digital technology landscape.

Today's business scenario is driven by such a complexity that societal change and the impact of disruptive technologies are difficult to forecast.

This course provides a comprehensive framework of up-to-date managerial, mental and operational models to design, steer and execute marketing and digital strategies in a volatile and uncertain context.

The Master program provides a unique mix of empirical knowledge and occasions to envision innovative solutions to real organizational problems, stimulating the systemic thinking that is needed to navigate today's corporate environment and professional development.

The Master in Marketing & Digital Management is structured in 6 months of learning activities and 6 months of internship.

The Master in Marketing & Digital Management is organized in 4 modules, covering end-to-end the main aspects of digital transformation



GENERAL MANAGEMENT & MARKETING

The foundational module aims at creating a common language about business and the general management of the firm: strategy, organisations and marketing.



OMNICHANNEL EXPERIENCE

The first specialistic module is based on the tools and methods for the integration of physical and digital experiences from a user-centred perspective.



DIGITAL PRODUCTS & BUSINESS MODELS

The second specialistic module revolves around technology strategy and agile methods to design and deliver innovative digital offerings, such as software products, connected products and data driven business models.



DIGITAL GO-TO-MARKET

The third specialistic module focuses on using digital channels, content and marketing technologies to design customer journeys that lead to conversion.

choose

the first Independent Business School in Italy

Attending a Master at ISTUD Business School is a unique opportunity to enlarge your cultural and professional background with a lifetime return

ISTUD is the first independent Business School in Italy.

We design and implement training programmes and projects to help companies change and grow. We help high-potential youngsters to develop and succeed in their job and we carry out applied research on socioeconomic, managerial and health issues.

Our Partners

Companies play a key role in updating and improving the Master. Our relations with managers of different industries allow us to align the training program with the new challenges of the labor market and with the transformations taking place in the organizations and in marketing and communication areas.

MAIN PARTNER



- Accenture
- Aldi
- Angelini
- Antal International Italy
- Arcaplanet
- Ariston Thermo Group
- Arval
- Asics
- Banca Ifis
- Bosch
- Bricoman
- Business Competence
- cameo
- Cantine Settesoli
- Carglass
- Catalina
- CHEP - A Brambles Company
- CNH Industrial
- Coca-Cola HBC Italia
- Comifar
- Conad
- COOP Lombardia
- DPV
- Elica
- Equilibra
- Fidenza Village
- Global Planning Architecture
- GroupM
- Gruppo Lactalis Italia
- Gruppo Loccioni
- Gruppo Montenegro
- Haribo
- Henkel Italia
- Hilti Italia
- Homemania
- HSE24
- IHC - Italian Hospitality Collection
- Immergas
- Immobiliare Percassi
- Inventa CPM
- Ipsos
- Kikilab
- Leroy Merlin
- Levoni
- LG Electronics Italia
- Lidl Italia
- Lotto Sport Italia
- Malcom Tyler Italia
- Marionnaud
- Metro Italia Cash and Carry
- Monforte
- Nestlé Italiana
- Nissan Italia
- No Words
- Novamont
- Pianoforte Group (Carpisa, Yamamay, Jaked)
- Plastipak Packaging
- QVC
- Rhiag - Inter Auto Parts Italia
- Revlon
- Ricoh Italia
- Saporalia
- S.E.A. Società Esercizi Aeroportuali
- SIT
- Sonepar Italia
- Sperlari
- Tally Weijl
- Toshiba
- Unilever
- Valagro
- Vanoncini
- Whirlpool EMEA
- Wunderman
- Young & Rubicam Group
- Zoetis
- Zucchetti

The program is based on a hands-on approach and provides strong methodological basis by means of experience-based learning through business games, case studies, workshops and labs.

The course is based on the following learning experiences:

BUSINESS GAME

Test your management and corporate strategy skills in a serious gamified environment

BOOTCAMP

1-week consulting projects for partner companies

WORKSHOP

2-days hands on experiences to apply strategic concepts and tools

LABS

1-day crash courses to acquire fundamental methodologies and hard skills

SAFARI

Outdoor experiences: Tech Tour, Retail Tour for urban trendwatching, MarTech Tour @ Milan Digital District

CASE STUDIES

Analysis and discussion of real business cases

PERSONAL COACHING PROGRAM

Supporting students in placement and professional personal branding

6 MONTHS INTERNSHIP

Job experience in Italian and international partner companies

Syllabus - What you will learn from this Master

GENERAL MANAGEMENT & SOFT SKILLS

Lectures, Workshops & Cases

- Economics and finance
- Definition of business, strategy, scenarios and business models
- Organization and Processes
- Innovation
- Project Management
- Leadership
- Negotiation
- Time Management
- Public speaking

MARKETING FUNDAMENTALS

Lectures, Workshops & Cases

- Competitive Analysis & Benchmarking, STP
- Product
- Pricing
- Distribution
- Communication

Labs

- Teamworking
- Excel & PowerPoint

Bootcamp: Knowledge in action

Business Game

OMNICHANNEL EXPERIENCE

Lectures, Workshops & Cases

- Change & digital transformation
- Sustainability
- Services & experiences
- B2B Marketing
- Strategic Branding

Labs

- Ethnography
- Design thinking

Safari: Retail tour for urban trendwatching

Bootcamp: Designing & prototyping an omnichannel experience

DIGITAL PRODUCTS & BUSINESS MODELS

Lectures, Workshops & Cases

- Startup ecosystem & Lean Startup
- Innovation & Open Innovation
- Business design & Planning
- Data driven enterprise
- Enterprise IT, Digital tech (IT/OT), API, Cloud, DevOps
- Digital ethics
- Digital business models

Labs

- Elevator pitch
- Analytics (statistics/data analysis)
- Agile & Digital technology roadmap

Safari: Digital technology trends

Bootcamp: Envisioning & designing a digital product

DIGITAL GO-TO-MARKET

Lectures, Workshops & Cases

- Digital marketing strategy: measure what matters
- Mapping Customer Experiences
- CRM & Customer Satisfaction, e-mail marketing
- CX & UX
- Content marketing, Web copywriting, SEO
- Online communities & Online PR

Labs

- Video Storymaking
- Video Storytelling
- Paid media planning

Safari: Martech Tour @ Milan Digital District

Bootcamp: Planning a digital go-to-market strategy

discover

our core faculty

Our faculty is made up of teachers, professionals and managers with relevant corporate experience in the areas of strategy, digital development and business, marketing, innovation, communication. All our teachers will be present throughout the Master course for helping you achieve your training and professional goals.

Some teachers of the Master

Alessandro Balossini - Marketing

Anna Bruscia - Mixed Reality Retail Experiences

Nicola Castelli - Teambuilding

Nicolò Codifava - Startup Ecosystem & Lean Startup

Marcello Coppa - Digital Business Models e Digital Ethics

Massimiliano Cucciniello - Designing Digital Experiences

Giulia Detomati - Sustainability

Emilio Gagliostro - Brand internationalization

Ernesto Ghigna - Trade Marketing

Marco Gottardo - Excel and PowerPoint

Marco Leonzio - Teambuilding

Guido Mariani - Time management

Gianfranco Mele - Economics

Enzo Memoli - Project Management

Paola Miglio - Digital Marketing

Bruna Nava - Career Coaching

Cristian Paonessa - Marketing research

Luca Quaratino - Organization

Fabio Salvati - Consumer led product innovation

Stefano Sarao - Public Speaking

Fiorenza Sarotto - Marketing

Luigi Serio - Management & Entrepreneurship

Alessandro Siviero - Business Model

Barbara Tacchini - Retail Management

Davide Zane - B2B Marketing

placement

at the end of the Master

At the end of the Master the participants enter B2C or B2B business contexts, both of industrial companies and of the Retail world.

90% of the participants from the last three editions have found employment being consistent with their training within 6 months since the end of the Master.

Product marketing: evaluating and choosing the best actions to develop a product or service by leveraging new business models and digital platforms.

Communication & PR: designing and managing multi-channel communication strategies to increase the influence of the organization, combining business growth and advocacy activities consistently with brand values.

Trade Marketing: handling the in-store activities of the various product categories. Planning communication and promotion strategies within the store. Overcoming the boundaries between physical and digital stores in the management of products and product categories.

Sales Management: rethinking sales process, managing effectively the relationship with key customers and developing new business opportunities for the company.

Digital Marketing: planning online promotion and measuring online performance and the impact on the company's digital and in-store business. Developing analysis and optimization of messages, tools and budgets.

Market research: analyzing data and trends focused on the market and consumers to define and deploy the best actions for the business and for the product development.

Brand management: building and enhancing the brand with the goal to connect to the customer in multiple places and occasions simultaneously.



AFTER THE MASTER?

strength points

of the Master in Marketing & Digital Management



ISTUD Campus

To fully live the Master experience even beyond the classroom, you can decide to live with other students at the ISTUD campus. The flats are in the same building where ISTUD headquarters are located and they can accommodate from 2 to 5 people.

ASFOR accreditation

The Master is a specialized and accredited Programme by ASFOR which guarantees the respect of a series of quality parameters in the teaching phase and in the placement at end of the Master.

Networking

The Master is a hub where people, experiences, teachings, relationships and networks - useful for your professional future - converge. You will get in touch with other students and Alumni of ISTUD Masters and with company managers. You will have the chance to develop projects together with students from other Business Schools.

ISTUD Box e Virtual Classroom

You will have access to an online space and to an app where you will find the schedule of weekly activities, the training materials, the group and individual work evaluations.

Practice in action

Marketing practices and business cases are the distinctive elements of the Master: an active involvement in day by day tasks and projects proposed by companies. Thanks to this dynamic format and the frequent alternation between theory and practice, you can immediately get in touch with the world of work through highly impact field experiences.

Career Coaching

Through orientation talks, we will help you acquiring awareness of your potential and attitudes to better define your professional goals. We will support you in writing your curriculum, preparing your interviews and evaluating their outcome.

Innovation and Digital

During the Master you will have the opportunity to discover the latest theories, models, experiences regarding the digital environment, the world of marketing, innovation and digital technologies, with some of the best Italian and international experts.

Improve your English

Some lessons of the Master (in the modules of specialization) are held in English. This will be accompanied by an online platform with tools and topics customized to your level of the language, with individual lessons with English native speakers.



Fotografie: Stefano Cirilli, Icone, FlatIcon

selection

and enrollment

Selection Procedure

The Master is addressed to graduates from all faculties. The minimum requirement is a bachelor's degree. Graduating students are also admitted to the selection process.

The selection takes place through psycho-aptitude tests, motivational interviews and an English language assessment.

The dates and locations of the selections will be communicated on ISTUD website www.istud.it/mastermktg.

Costs and scholarships

The cost of the Master is € 12,000 (VAT included) and includes all the activities planned during the classroom phase, workshops and educational materials.

Payment is divided into four installments. The registration is formalized with the signature of the enrollment form and the payment of the first installment equal to € 3,600 (VAT included).

There are possibilities of accessing Scholarships and subsidized rate loans.

Where we are

The Master in Marketing & Digital Management takes place at the ISTUD training center in Baveno, on the lake Maggiore.

The venue includes 5 main classrooms and 5 other classrooms for group works with wireless connection.

Director of the Master

Francesco Alleva

Master and Youth Programs Manager

Roberta Geusa

Information

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