



Università
Ca' Foscari
Venezia

Dipartimento di
Management

RECOMMENDED CAREER PLAN

Enrolled
A.Y. 2017-18

Master Degree - Marketing e Comunicazione

curriculum: Innovation and Marketing

EM7
IM

ordinamento 2015

regolamento 2017

aggiornamento 15/12/2017

Year	Term	Exam-code	Field of study	Subject	Credits	Credits total amount
a.y. 2017-18	1	EM7033	INF/01	Data management and business intelligence	6	60
		EM7019	SECS-P/08	Design and innovation management - 1° modulo	6	
	2	EM7019	SECS-P/08	Design and innovation management - 2° modulo	6	
		EM7024	SECS-P/07	Cultural planning and creative processes	6	
		EM7023	SECS-S/03	Quantitative tools of marketing	6	
	3	EM7035	IUS/07	Labour rules in contemporary firm	6	
		EM7032	SECS-P/08	Branding and communication - 1° modulo (6cfu/12)	6	
	4	EM7032	SECS-P/08	Branding and communication - 2° modulo (6cfu/12)	6	
		EM7025	SECS-P/02	Economics of innovation	6	
				Un insegnamento a scelta fra	6	
3	EM7027	M-FIL/05	Pragmatics and philosophy of Language			
4	EM7026	M-FIL/04	Philosophical issues in contemporary management			
a.y. 2018-19	1	EM7028	SECS-P/08	Social media marketing	6	60
		EM7029	SECS-P/08	Contemporary issues in Management	6	
	2	EM7030	SECS-P/12	History of innovation	6	
				2 Elective Courses **	12	
		EM0106		Tirocinio	6	
		EM0024		Prova finale	24	

120

** Elective courses:

Among the 12 credits to be chosen by the student, it is possible to add the following courses, filling in the Course Plan online:

- courses available to the students enrolled in the Master Degree programme Marketing and Communication
- Courses available to the students enrolled in the other Master degree programme of the Department of Management: Accounting and Finance or Business Administration (see the respective Career Plan)
- Courses available to the students enrolled in the other master degree programme of Ca' Foscari University

** In the Academic Year 2017-18 the following elective courses are available for this Master Degree

Year	Term	Exam-code	Field of study	Subject	Credits
2	2	EM7034	SECS-P/10	Individual and group behaviours for innovation	6
2	2	EM7037	SECS-P/08	Consumer behaviour	
2	4	EM2079	IUS/05	Competition Law	6

Pay attention: this list may be different from year to year; please check the up-to-date list in the study plan of the current academic year

Furthermore, students can insert in their Study Plan the activities of the "Active Learning Center"

as optional credits or additional credits.

The admission to some of these activities can be subject to a selection process, whose results will be announced by the Department of Management. If no selection process is required, students can freely choose one or more activities from the "Active learning Center" by adding it/them when filling in the study plan.

For further information, please visit the webpage: <http://www.unive.it/pag/10478/>

> Enhance your Degree>Discover our Active learning Center

The Advisory Board will verify the accordance of educational activities chosen by every student as elective courses with the study project, taking into account the motivation given. In case of serious inconsistency, the study plan will not be approved.

PLEASE NOTE:

Due to organizational concerns elective courses may overlap with each other. The only exam session with no overlapping is the 1st exam session at the end of the course. The class timetable could be scheduled from Monday to Friday, not only in three days per week.

ACADEMIC 2017-18 CALENDAR



Area Economica

		Academic 2017-18 calendar				
		from Monday	to Saturday	LESSONS	EXAMS	GRADUATION
1° semester	1° term	18/09/17	21/10/17	LESSONS 1ST Term (5 Weeks)		23-10 / 4-11- Autumn graduation session Master's Degrees
		23/10/17	28/10/17	LESSONS 1ST Term (Rescheduled lessons)		
		30/10/17	04/11/17		EXAMS - 6 ECTS/CFU courses 1st term (suspension 12 ECTS/CFU courses)	
	2° term	06/11/17	09/12/17	LESSONS 2nd Term (5 weeks)		
		11/12/17	16/12/17	LESSONS 2nd Term (Rescheduled lessons)		
		18/12/17	22/12/17		EXAMS - 6 ECTS/CFU courses 2nd term	
25/12/17		06/01/18	Christmas Holiday			
	08/01/18	03/02/18		EXAMS (4 weeks) 6 or 12 ECTS/CFU courses 1st Semester + 2nd semester exams of the previous academic year		
2° semester	3° term	05/02/18	10/03/18	LESSONS 3rd Term (5 weeks)		5 - 24 March special graduation session Master's Degrees
		12/03/18	17/03/18	LESSONS 3rd Term (Rescheduled lessons)		
		19/03/18	24/03/18		EXAMS - 6 ECTS/CFU courses 3rd term (suspension 12 ECTS/CFU courses)	
	4° term	26/03/18	28/04/18	LESSONS 4th Term (5 Weeks)		
		30/04/18	05/05/18	LESSONS 4th Term (Rescheduled lessons)		
		07/05/18	12/05/18		EXAMS - 6 ECTS/CFU courses 4th term	
		14/05/18	19/05/18	suspension		
	21/05/18	16/06/18		EXAMS (4 Weeks) - 6 or 12 ECTS/CFU courses		
			Summer Holiday		2-14 July Summer graduation session	
	27/08/18	15/09/18		EXAMS (2 Weeks) 6 or 12 ECTS/CFU courses 2017-18		

EXAM SESSIONS SCHEME 2017-18

Exam Sessions scheme

Different exam sessions are scheduled during the academic year and each course includes at least 4 different dates in which the related exam can be taken. The organisation of the exam sessions depends on the course scheduling (that is the semester or term the course will take place) and is described in the chart here below.

Term/	EXAM SESSIONS							
	Oct - Nov	Dic	Jan	Mar	May	May-Jun	Ago-Sept	Jan
Semester	30/10-4/11/17	18/12-22/12/17	8/1-3/2/18	19/3-24/3/18	7/5-12/5/18	21/5-16/6/18	27/8-15/9/18	2019
Courses held in one term								
6 ECTS/CFU courses								
1st Term	1°		2°			3°	4°	
2nd Term		1°	2°			3°	4°	
3rd Term				1°		2°	3°	4°
4th Term					1°	2°	3°	4°
Semester courses (held in two terms)								
6 or 12 ECTS/CFU courses								
1st semester			1° and 2°			3°	4°	
2nd semester						1° and 2° (*)	3°	4°

(*) Only for the May-June session, graduands are obliged to take the exam on the first of the two available exam dates in the same exam session.