



Rep. Decree n° 6096 Prot. n° 155529
Date 28/06/2022
Title III Class V
UOR SEMFC

HAVING REGARD to the Statute of Politecnico di Milano;
HAVING REGARD to Directorial Decree of 3.11.1999, n.509;
HAVING REGARD to Directorial Decree of 22.10.2004, n. 270;
HAVING REGARD to the Educational Rules of University;
HAVING REGARD to the University Master's Regulation of Politecnico di Milano enacted with Rectoral Decree n. 2235 of 05.08.2013;
HAVING ACQUIRED the favourable opinion of the Academic Senate in its meeting of 20.06.2022 regarding the organization and activation of Specializing Masters, among which the 1st level Specializing Master “INTERNATIONAL MASTER IN MARKETING MANAGEMENT - OMNICHANNEL MARKETING & CONSUMER ANALYTICS”.

HEREBY DECREES

That the 1st level Specializing Master “INTERNATIONAL MASTER IN MARKETING MANAGEMENT - OMNICHANNEL MARKETING & CONSUMER ANALYTICS” is set up and activated for the year 2023/2024.

ARTICLE 1 **Master features**

At the Department of Management, Economics and Industrial Engineering the 1st level Specializing Master “INTERNATIONAL MASTER IN MARKETING MANAGEMENT - OMNICHANNEL MARKETING & CONSUMER ANALYTICS” is set up and activated.

The administrative seat of the Specializing Master is at POLIMI Graduate School of Management (MIP Politecnico di Milano Graduate School of Business) Società Consortile per Azioni, the reference School is the School of Industrial and Information Engineering.

The Head of the Specializing Master is prof. Lucio Lamberti. The Deputy Director is prof.ssa Debora Bettiga. The Specializing Master Programme Commission is made up by:

- Prof.ssa RAFFAELLA CAGLIANO - POLITECNICO DI MILANO
- Prof. LUCIO LAMBERTI - POLITECNICO DI MILANO
- Prof. RICCARDO MANGIARACINA - POLITECNICO DI MILANO
- Prof. ROCCO ROBERTO MOSCONI - POLITECNICO DI MILANO
- Prof. GIULIANO NOCI - POLITECNICO DI MILANO
- Prof.ssa DEBORA BETTIGA - POLITECNICO DI MILANO
- Dott.ssa MANUELA BALLI - CONSULENTE ESTERNO

ARTICLE 2

Educational objective and job opportunities

The International Master in Omnichannel Marketing & Consumer Analytics aims to develop five key competences necessary to train the new profile of the marketing professional required by the competitive context of today, as to say:

1. the ability to combine managerial skills and creativity to design and manage the relationships between a company and its customers;
2. the ability to combine managerial skills and creativity to interact with other profiles within a company: R & D, production, accounting and control, etc..;
3. the ability to study and define the opportunities offered by ICT and Big Data in different marketing application areas such as communication, promotion, distribution and analysis;
4. the ability to develop a sense of responsibility and marketing spending capacity, furthermore, the proper assessment of different types of marketing actions;
5. to understand the international market conditions, the challenges and opportunities for the next years.

Through a customised training programme, with important parts offered as elective in collaboration with important business schools all over the world, the Master's wants to consolidate the basic marketing skills as well as to develop specialized skills strongly requested on the market in order to train eclectic marketing professionals, but at the same time highly prepared in the digital and quantitative field, as well as 360° managers able to work with all company functions.

The course will be provided in English.

ARTICLE 3

Content and organization of training activities

The Specializing Master will start in **October 2023** and will end in **November 2024**.

The International Master in Omnichannel Marketing & Consumer Analytics is a university master coming from the observation that the competitive context requires an evolution of the marketing professional profile. On one side, it must be noted the transition from competition based on the characteristics of the product/service to a competition model based on the company's ability to offer customers (both B2B and B2C) a personalized multi-channel experience on needs. Not necessarily functional and usually unique needs, specific of each client. On the other side, technologies offer the possibility to reach the market in an innovative way, to collect data about customers along different points of contact and, furthermore, to process them efficiently, in order to develop information assets on the basis of which it is possible to define targeted strategies. Furthermore, also thanks to the greater capacity to supervise these processes, it is possible and is required, today more than before, to be able to estimate and measure marketing investment returns, in addition to that, the development of emerging countries creates a lot of competitive pressures that require policies of continuous innovation to avoid price wars on undifferentiated products.

The educational programme will be as follows:

SSD	Teaching	Total hours of activity	ECTS
ING-IND/17-35 - ING-INF/03-07	Basics of Management (es. Business statistics, Management Accounting, Corporate Finance, Strategy, Marketing Management)	200	8
ING-IND/17-35	Basics of Digital Transformation	50	2
ING-IND/35	Leadership and Managerial Skills	125	5
ING-IND/35	Strategic Marketing	87,5	3,5
ING-IND/35 - ICAR/13	Marketing Decisions	125	5
ING-IND/35	Strategic Brand Management	38,5	1,5

ING-IND/35 - ICAR/13	Channels and Consumers	187,5	7,5
ING-IND/35	Managing Omnichannel Marketing	137,5	5,5
ING-IND/35 + ING-IND/17	Tools for Omnichannel Marketing	75	3
Non assegnato a SSD	Italian Way	50	2
ING-IND/17-35	Digital Transformation Track (Analytics for Demand Management & Forecasting, Omnichannel & eCommerce, IoT; Artificial Intelligence)	250	10
ING-IND/35	Concentrations in Marketing and Communication Management (Neuroscience and Bioscience Lab, CRM Lab, e-commerce Lab, Campaign Design Lab, Advanced creativity lab)	50	2
Non assegnato a SSD	Professional Experience	75	3
	Project Work	125	5
	Total	1.576	63

ARTICLE 4 Requirements for participation

Candidates with a Bachelor of Science or Master of Science in technical, scientific and economic fields. English language certificate. For the candidates who have graduated abroad, equivalent study titles in the respective educational institutions will be considered.

The selection is made by the Commission.

ARTICLE 5 Formal fulfilment

The **admission application** must be presented in one day from the day after the date of this Decree and **within:**

- **May 30, 2023** - for candidates with non-EU citizenship
- **June 30, 2023** - for candidates with EU citizenship.

(Registrations may close before once the capacity is reached).

* Italian/foreign citizens with educational qualifications obtained in Italy

- Self-certification concerning personal identity (surname and name, date and place of birth, nationality and residence)
- copy of the identity document
- copy of the Diploma Supplement or photocopy of the laurea qualification and certificate with the list of exams taken for graduate students of the Old Educational System

* Italian/E.U. citizens with a qualification obtained abroad

- Self-certification concerning personal identity (surname and name, date and place of birth, nationality and residence)
- copy of the identity document
- Photocopy of the academic qualification obtained, with a certificate showing the scores obtained in each exam or Diploma Supplement (**upon enrolment**, the on-site Value Declaration issued by the Italian Representation abroad competent for the territory or certification issued by the Enic/Naric Centres)

The admission application must show the declaration. "I authorize this University, pursuant to EU Regulation n. 2016/679 regarding the protection of personal data, the personal data processing for the sole purposes related to the admission, enrolment and management of the master, and in any case, I allow to disclose personal information to third parties and in particular:

- to public and private Bodies for possible recruitments;
- to training programme providers; to the Bank Treasurer of Politecnico for services connected to taxes;
- to bodies managing honor loans, accommodation, flexible employment contracts, cultural, recreational and/or sport activities.
- It also authorizes the use of data for statistical purposes in compliance with the procedures and authorizations required by the aforementioned legislation.

The whole information on data processing and rights of the interested party is available on the web site www.polimi.it/privacy

The documentation is available electronically at: www.applyformasters.net

The documents must be sent to:

POLIMI Graduate School of Management

Via Lambruschini, 4C - Building 26/A

20156 MILANO (MI)

Phone: +39 0223992820

Fax: +39 0223992844

email: infomasters@gsom.polimi.it

Pursuant to Article 75 of Presidential Decree 445/2000, if the Administration finds, on the basis of appropriate checks, an untruthful content on declarations provided by the candidate, the declarant does not have the benefits eventually obtained by the provision issued on the basis of the untruthful declaration.

*** Non-E.U. citizens with a qualification obtained abroad**

Non-EU foreign citizens must submit to the Institution:

- **copy of qualification** in original language and the related translation into Italian/English/French or Spanish
- **copy of transcripts** with the list of exams in original language and the related translation into Italian/English/French or Spanish or **Diploma Supplement**
- **copy of valid passport**

At least 30 days before the closing date for registration, as indicated in this article.

The Institution sends all the documents listed above for the evaluation of the qualifications, for the purposes of participation in the Specializing Master, to Politecnico di Milano, **Corporate & Continuing Education Unit, within the deadline of this call**, according to the provisions of the MIUR/MAE note "Procedures for access, stay and registration of visa applicant students for higher education programmes in Italy for the academic year 2021/22".

The Corporate & Continuing Education Unit communicates the acceptance of the student and the outcome of the access tests, where required, to the competent Representations, for completion of the documentation related to the qualification, required for the issue of the Entry Visa.

After confirmation of acceptance by the University, the candidates submit their qualification to the Diplomatic Representation, for the required consular acts.

ENROLMENT METHOD:

Students admitted to the Master's programme must create access credentials to Politecnico di Milano's online services using the following website www.polimi.it. They must then enter their data and create a person code, attaching a valid identity document (passport for non-EU citizens), and communicate their person code to the Master's programme Manager. Registered students will have to update their personal data, if it is obsolete.

Keep portal access credentials for later access to Politecnico di Milano services. Lost access credentials can be autonomously restored or obtained through OTRS ticket.

Politecnico creates a temporary student identification number to allow the student to pay the enrolment stamp online.

An Italian degree is self-certified by completing the appropriate form provided by the Managing Authority. A degree obtained abroad must be documented by presenting a **declaration of value (DOV)** issued by the Italian Representations abroad (Italian Embassy or Consulate) on letterhead complete with its original stamp **or a certificate issued by the Enic/Naric Centres.**

In addition to the above documentation, **non-EU citizens, must upload a copy of a valid residence permit on their online services personal data record.**

ARTICLE 6 Qualification and recognitions

CERTIFICATION ISSUED

At the end of the programme, after passing the final exam, the 1st level Specializing Master diploma in "International Master in Marketing Management - Omnichannel Marketing & Consumer Analytics" will be issued, in English.

Students admitted to the final exam of the Master will pay the stamp through the online services of Politecnico di Milano, in order to take the exam.

OBLIGATIONS OF STUDENTS

Attendance to the activities of the Master is compulsory for at least 75% of the programme activities. The renunciation to study must be submitted in writing. The training period cannot be suspended for any reason. It is not possible to enrol, at the same time, in a Specializing Master and in another study programme activated by an Italian University.

METHOD OF VERIFICATION

The final exam will consist in presentation and discussion of Project Work.

ARTICLE 7 Tuition fees and contributions

The total cost of the course is equal to € 18,500.00. The cost is split into:

- Contribution for enrolment in the Politecnico di Milano - € 500.00 for student
- Master tuition fees - € 18,000.00 for student

Share reduced to € 9,500.00 (including € 500.00 of registration fee to Politecnico di Milano) for **Master's graduates of POLITECNICO DI MILANO** who achieved the degree not before 3 years from the time of registration to the Master's.

The registration fee at Politecnico di Milano will not be returned under any circumstances.

Scholarships are available to partially cover the participation fee, as well as subsidized interest rate loans and loans of honor offered by affiliated credit institutions.

Payments may be made by bank transfer to BANCA POPOLARE DI SONDRIO - AGENZIA N.21 - VIA E. BONARDI N. 4 c/o POLITECNICO DI MILANO - CIN L - ABI 05696 - CAB 01620 - C/C 000010025X55 - account (C/C) made out to MIP Politecnico di Milano - Graduate School of Business- International bank codes: IBAN IT02 L056 9601 6200 0001 0025 X55

Specifying the ID 2399 MU1 Omnichannel Marketing & Consumer Analytics as the reason for the bank transfer.

ARTICLE 8 Data Treatment

The University, pursuant to EU Regulation n. 2016/679 regarding the protection of personal data, uses the personal data processing for the sole purposes related to the admission, enrolment and management of the master, and in any case, I allow to disclose personal information to third parties and in particular:

- to public and private Bodies for possible recruitments;
- to training programme providers; to the Bank Treasurer of Politecnico for services connected to taxes;
- to bodies managing honor loans, accommodation, flexible employment contracts, cultural, recreational and/or sport activities.
- It also authorizes the use of data for statistical purposes in compliance with the procedures and authorizations required by the aforementioned legislation.

The whole information on data processing and rights of the interested party is available on the web site www.polimi.it/privacy

ARTICLE 9 Advertisement

This Decree is published on the Politecnico di Milano website at the page <https://www.polimi.it/corsi/master-universitari-e-corsi-post-laurea/>

FOR INFORMATION ON THE UNIVERSITY MASTER:

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20156 Milano (Mi)

Telefono: +39 02 23992820

Fax: +39 02 23992844

zini@gsom.polimi.it

<http://www.gsom.polimi.it>

The Rector
(Prof. Ferruccio Resta)
Signed Ferruccio Resta