FASHION BRAND MANAGEMENT						FBM1
	INSEGNAMENTI	**SSD**	**CFU**	**ITA**	**ENG**	
G1- MERCATI DEL LUSSO		**MDEA/01**	**7 cfu**	**CHIARA CANALI**		
II	INTERNATIONAL & FASHION MARKETS	SECS-P/08	3	Payer	Payer	
III	LUXURY & FASHION MARKETING	IUS/01	4	Payer	Payer	
G2- SOCIOLOGia e Antropologia della moda		**SPS/08**	**4 cfu**	**AMBROGIA CEREDA**		
	Sociology of consumer behaviour		**4**			
G3 – SUSTAINABLE PRODUCT TECHNOLOGY AND FASHION		**ICAR/13**	**4 cfu**	**GIAMPIERO MELE**		
	SUSTAINABILITY 101		**4**			
G4 – BUSINESS MANAGEMENT & FINANCE FOR FASHION		**L-FIL-LET/14**	**19cfu**	**DE BLASIO**		
II	Sustainable economics of global business		4			
III	Business ethic and analytics		3			
IV	Financial reporting		4			
V	Buying Techniques & Merchandising	M-PSI/01	4	Balconi	Balconi	
VI	Circular Economy		4			
G5 – MARKETING AND COMMUNICATION		**ICAR/13**	**11 cfu**	**GIAMPIERO MELE**		
I	Licensing & Brand Extension	IUS/01	4	Lucci/Fari	Lucci/Farioli	
III	Digital sales strategies & communication	L-ART/06	4			
V	Third Sector and Fundraising for fashion		3			
G6 - Grafica		ICAR/17	**6 cfu**	**ZIGOI MASSIMILIANO**		
I	Fashion brand design		4			
II	PERSONAL BRANDING & PORTFOLIO		2			
G7 - WORK WEEK		ICAR/13	**3 cfu**	**Rossella Mana**		
I	WORK WEEK 1	ICAR/13	3			
	PROVA FINALE		**6 cfu**			
	TOTALE		**60 cfu**			