



MARKETING AND QUALITY

MASTER'S DEGREE

Department of
Economics, Engineering,
Society and Business
Organization

unitusorienta.unitus.it



UNIVERSITÀ
DEGLI STUDI DELLA
TUSCIA

MARKETING AND QUALITY

MASTER'S DEGREE

The degree course in Marketing and Quality seeks to create professionals able to operate in a fast changing society, helping companies seize opportunities while managing the constraints of **digital transformation** and **environmental sustainability**. The knowledge acquired should equip them for success in the global market.

The course has been redesigned to meet these changing needs in order to supply students with the necessary skills and knowledge and offer them improved employment prospects, consistent with their studies

The skills and know-how taught regard marketing policies and techniques, market and competition rules, the quality of processes and products, information systems, tools and advanced digital techniques of analysis of structured and unstructured data. Furthermore, our students will be able to manage customer relations and will learn about customer satisfaction, eco-sustainability, ethics and well-being. The course is interdisciplinary across all the traditional areas (**economics, mathematics, statistics, and law**) that characterize the program.

INFO AND CONTACTS

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LM-77
Marketing and Quality

Years: 2
ECTS: 120

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