



LUMSA
UNIVERSITÀ

DIPARTIMENTO DI SCIENZE UMANE
COMUNICAZIONE,
FORMAZIONE E PSICOLOGIA

MASTER'S DEGREE PROGRAM IN MARKETING & DIGITAL COMMUNICATION – LM59

A.Y. 2020/2021 – 1st SEMESTER

Lectures will be held in classroom and live streamed via Google Meet. Students who want to attend a lecture in classroom must book a place using a web app (<https://lumsa.sbk.cineca.it/>); please follow the instructions published in the [web app guide](#). Students who prefer to attend lectures from remote can use the Meet links published below. To access the lecture copy the corresponding link and paste in the browser address bar at the beginning of the lecture, after having logged in your lumsastud.it or gmail.com account (this is a restriction imposed by Google to prevent unwanted anonymous from infiltrating during the lectures). You can consult the weekly timetable using the links published on the [Program webpage](#).

IMPORTANT: Please periodically consult the Professor webpages to check if the links have been changed. Video recordings of the lectures will NOT be available. **Classes not included in this list will be hold during the 2nd Semester.**

First Year (English Program)

Professor	Class	Day and time of the first lecture	Link to attend the lectures remotely
Huggett	Business English	5th October, h. 11.00	meet.google.com/qnr-mcfn-joo
Nosi	Web marketing and digital advertising	5th October, h. 14.00	meet.google.com/smz-hcae-ydg
Romagnoli	Brand management and media planning	7th October, h. 12.00	meet.google.com/cti-fqep-bbk
Ferrari	Communication metrics – Web analytics and data mining	3th October, h. 9.00	meet.google.com/bww-ebiv-hne
Lufrani	Theology	5th October, h. 18.00	meet.google.com/wcv-jeug-ncq

Second Year (English Program)

Professor	Class	Day and time of the first lecture	Link to attend the lectures remotely
Mulargia	Digital public relations	16th October, h. 10.00	meet.google.com/yir-nyyx-trb
D'Oriano	Digital writing and visual design	5th October, h. 8.00	meet.google.com/vsn-ofzf-ypf
Santini	Events management	19th October, h. 10.00	meet.google.com/uva-kqcg-pko