



unIMC
UNIVERSITÀ DI MACERATA

l'umanesimo che innova

DIPARTIMENTO DI
**SCIENZE POLITICHE,
DELLA COMUNICAZIONE
E DELLE RELAZIONI INTERNAZIONALI**

Seminar

JUDGMENTAL MODELS, BUSINESS ANALYTICS & INTELLIGENCE IN INTERNATIONAL MARKETING

Speaker

GIORGIO GANDELLINI

MANAGING PARTNER / NESTPLAN INTERNATIONAL / VERNON / FRANCE

Students of the *Department of Political Sciences, Communication and International Relations* who will attend the seminar and take the final exam, according to the modalities described in the regulation of each course of study, can earn **1 credit (CFU)**.

TUESDAY 12 MARCH 2013 / 17.00 - 19.00

WEDNESDAY 13 MARCH 2013 / 9.00 - 11.00

AULA 3 BIS / EX-FACOLTÀ DI COMUNICAZIONE / VIA DON MINZONI, 2