

BACHELOR OF ARTS IN

MARKETING AND MANAGEMENT FOR CREATIVE BUSINESS

KEY TOPICS

AI creative tools · Omnichannel design · Data-driven marketing · Entrepreneurship · Team building · Project management · Business strategy

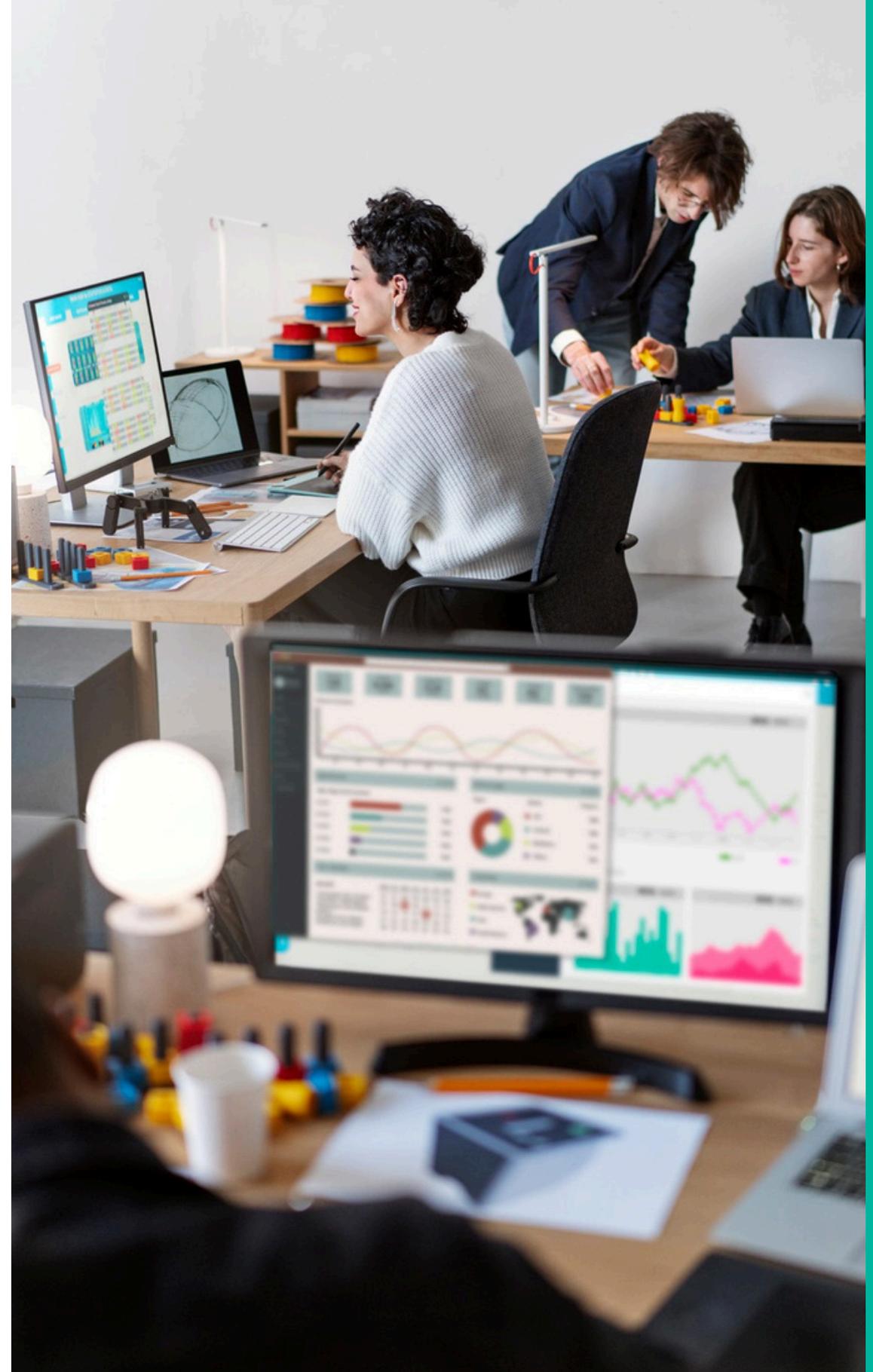
CAREER OPPORTUNITIES

AI marketing strategist · Creator marketing specialist · Community engagement specialist · Omnichannel specialist · Digital start-upper · Customer experience designer · Metaverse brand strategist · Creative entrepreneur · Business designer · Project manager · Innovation manager

AREA Communication and Graphic Design	LANGUAGE Italian - English	CAMPUS Milan
DEGREE AWARDED First Level Academic Degree	CREDITS 180 CFA	LENGTH Three years
AREA LEADER Milan Rome Patrizia Moschella	COURSE LEADER Milan Franco Gonella	

The BA in Marketing and Management for Creative Business trains professionals who can drive innovation in the creative sectors, using smart technologies as a key tool for designing strategies, services, and products of the future. The course places AI at the heart of the curriculum, exploring its applications in marketing, communication, and entrepreneurial development processes. Students will acquire cross-disciplinary skills that combine technology, business, and creativity, enabling them to become hybrid professionals capable of working as developers, creatives, and start-up founders. The teaching approach focuses on "operational know-how" and practical experimentation, encouraging autonomy, entrepreneurial spirit, and collaborative work within multifunctional, multicultural, and multi-specialist teams.

The learning objectives are: [1] the ability to analyse market, business, and communication data, also through the use of appropriate supporting technologies as a key tool for designing multichannel communication projects within temporary, multicultural, and multifunctional teams, using appropriate and consistent creative solutions, [2] the ability to develop and manage main AI tools to support managerial, creative, and media-related design processes.



Curriculum - bachelor of arts in MARKETING AND MANAGEMENT FOR CREATIVE BUSINESS*

FIRST YEAR

SEMESTER COURSES	CFA
1 Innovation, companies and markets	6
1 Creativity tools and methods	8
1 Marketing tools and methods	12
1 Mandatory IT training activities	4
TOTAL CREDITS 1ST SEMESTER	30
2 New forms of business organisation	6
2 Project management tools and methods	8
2 Management tools and methods	12
2 Mandatory training activities English and additional language skills	4
TOTAL CREDITS 2ND SEMESTER	30
TOTAL CREDITS FIRST YEAR	60

*Please note: the Course Curriculum is currently being defined and may undergo variations due to academic choices or ministerial directives. For updates www.naba.it

SECOND YEAR

SEMESTER COURSES	CFA
3 Business strategy	6
3 Artificial intelligence tools and methods	8
3 Brand design	10
3 Training activities to be chosen by the student	6
TOTAL CREDITS 3RD SEMESTER	30
4 Business planning	6
4 Digital entrepreneurship	8
4 Creative leadership tools and methods	8
4 Training activities to be chosen by the student	4
4 Additional training activities	4
TOTAL CREDITS 4TH SEMESTER	30
TOTAL CREDITS SECOND YEAR	60

THIRD YEAR

SEMESTER COURSES	CFA
5 Artificial intelligence tools and codes	6
5 Agentic design	10
5 Business design	12
5 Additional training activities	2
TOTAL CREDITS 5TH SEMESTER	30
6 Career development	6
6 Innovation design	12
6 Final project	10
6 Additional training activities	2
TOTAL CREDITS 6TH SEMESTER	30
TOTAL CREDITS THIRD YEAR	60
TOTAL CREDITS BACHELOR OF ARTS	180

Courses

FIRST YEAR

INNOVATION, COMPANIES AND MARKETS

This course introduces and studies the main types of business, the hierarchical and functional structures of an enterprise, the planning and control processes, and the coordination among different operational areas. The basics of a company's financial statement in terms of economic and equity components will also be covered.

CREATIVITY TOOLS AND METHODS

This course studies the principles, techniques and processes that foster the generation of original and innovative ideas. The cognitive mechanisms of creativity are analysed through hands-on activities and theoretical study. Over the course, brainstorming, design thinking and storytelling tools will be introduced, inciting the ability to combine intuition and method in solving problems and devising creative solutions.

MARKETING TOOLS AND METHODS

This course provides an overview of the main marketing principles, introducing the ideas of marketplace, demand, segmentation and positioning. It studies consumers' behaviours and product strategies, pricing, distribution and communication. With examples and case studies, the course helps understand how enterprises can create value for their clients and build lasting relationships.

NEW FORMS OF BUSINESS ORGANISATION

The course presents the main organisational structures, coordination and control mechanisms, as well as the role of leadership and corporate culture. Decision-making processes, the management of human resources, and organisational change will be analysed, with reference to the challenges posed by innovation and digitalisation.

PROJECT MANAGEMENT TOOLS AND METHODS

The course introduces the principles, methods and tools for project planning, execution and control. It goes in-depth into the phases of a project's lifecycle, goal definition, and the management of resources, time and cost. Through practical cases and the use of software, the students will learn techniques for monitoring, risk assessment and team coordination to ensure the success of complex projects in creative industries.

MANAGEMENT TOOLS AND METHODS

This course analyses the specific economic, organisational and strategic aspects of the cultural and creative sector. It goes in-depth into the business model, content valorisation techniques, and marketing and branding strategies in an arts and media context. Also, it will study innovation processes, rights and partnership management, and the role of digital technologies in the development and sustainability of creative organisations.

SECOND YEAR

BUSINESS STRATEGY

This course studies in-depth the principles and tools of strategic business analysis, with a focus on the definition of competitive goals and market positioning. It explores competitive advantage models, growth and diversification strategies, and the dynamics of the surrounding environment. With case studies and simulations, the students develop their analysis and strategic decision-making skills for the sustainable management and development of creative and communication companies.

ARTIFICIAL INTELLIGENCE TOOLS AND METHODS

The course explores the use of AI technologies in the creative and production processes. It analyses generative tools and models for the creation of visual, text and sound content, and their impact on artistic, design and communication practices. The students will tackle ethical, aesthetic and innovation aspects, with practical workshops which integrate technological experimentation and creative design.

BRAND DESIGN

This course studies the principles and strategies for the creation, management and strengthening of brand identities. It analyses the processes that define the brand values, positioning and image, together with communication and storytelling techniques. Through case studies and design activities, the course develops the necessary skills to create consistent and recognisable brands, capable of generating value in the long term.

BUSINESS PLANNING

This course provides knowledge and tools to develop, assess and present a business plan. It analyses the phases to outline a business idea, the structure of the economic-financial model, and the operative and strategic planning. With case studies and simulations, the students learn how to translate an entrepreneurial project into an effective document for internal management and to communicate with investors and stakeholders.

DIGITAL ENTREPRENEURSHIP The course further develops the necessary skills to conceive, develop and manage innovative businesses in creative sectors, such as communication agencies, events and digital content production. It explores digital business models, online marketing strategies, social media management and community conversion. Through case studies and practical workshops, the course develops entrepreneurial design skills, strategic use of digital platforms and creative brand management.

CREATIVE LEADERSHIP TOOLS AND METHODS The course explores the models and necessary skills to lead multicultural, multi-specialisation and multigender groups. It analyses the dynamics of inclusion, intercultural communication and collaboration among different professional and identity perspectives. With case studies and hands-on experience, the course fosters empathetic, adaptive and collaborative leadership skills, aimed at innovation and valorisation of diversity in contemporary organisational contexts.

THIRD YEAR

ARTIFICIAL INTELLIGENCE TOOLS AND CODES This course analyses the relations among language, meaning and intelligent technologies. It delves into the fundamentals of the theory of signs, symbolic interpretation and representation, and the way AI processes and creates meaning. With application examples, the course explores the man-machine interaction, multiway communication and the cultural and cognitive implications of generative systems.

AGENTIC DESIGN The course studies the fundamental principles of design and the use of intelligent systems in marketing and communication. It analyses how AI agents can analyse data, customise content, manage campaigns and improve the interaction with consumers. With practice and case studies, the course develops skills to create and strategically use virtual assistants, chatbots and communication automation tools.

BUSINESS DESIGN This course explores methods and tools to devise, design and develop innovative business models. It integrates design thinking, strategy, and organisational innovation approaches to turn ideas into sustainable and competitive solutions. Through workshops and case studies, the students learn how to analyse needs, co-create value, and lead change processes in enterprises and creative contexts.

CAREER DEVELOPMENT This course, created as a workshop-like laboratory, revolves around experimentation and practical knowhow. Within a creative workshop that brings together research, strategy and creativity on real projects (in collaboration with companies and agencies), the students develop non-conventional solutions in order to create a professional portfolio. Part of the course, in collaboration with the Career Service, will cover some aspects that relate to the professional practice (types of contract, intellectual property, CSR - corporate social responsibility). Overall, this course aims for the students to develop a knowledgeable approach to design, that also considers ethical issues (sustainability, company relations, community development, as well as support to arts and culture).

INNOVATION DESIGN This course studies the processes of creation and development of new, highly innovative enterprises. It analyses the phases of concept, validation and growth of startups, together with their business models, financing strategies and entrepreneurial ecosystems. With case studies and design activities, the course develops competencies to turn innovative ideas into sustainable and scalable initiatives.

FINAL PROJECT The final project is the high point of the entire Three-year programme. The exam consists of a written part, where students analyse, with a critical and/or reflexive approach, a complex topic agreed upon with a supervising lecturer. In order to develop the theoretical part, students must carry out attentive research, not only bibliographical, and contextualise their opinions with suitable arguments. The final project also includes a project that depends on the kind of study course and that, through the discipline's own design method, reflects the complexity of thoughts and ideas expressed in the written part. The relation between the two components and the kind of research and project are largely based on the decisions and dispositions of the students, who will agree upon all practical and conceptual aspects with their supervisor. Each study course contains general advice about the kind of work that should be undertaken. Throughout the Academy, specific norms are enforced that the students should be familiar with.