

MASTER DEGREE IN BUSINESS MANAGEMENT

Seminars MANIMP A.A. 2021/2022 CV Business Management (6 CFU)
Further knowledge for placement on the job market (6 CFU)

31 May 2022, 4 - 6 pm

Zoom Platform

Managing marketing communications and brand equity in hotel businesses

Dott. Maja Seric

Professor, Department of Marketing, Faculty of Economics, University of
Valencia

DIPARTIMENTO
DI MANAGEMENT



SAPIENZA
UNIVERSITÀ DI ROMA

Zoom Link

Faculty of Economics – Sapienza University of Rome
Via del Castro Laurenziano 9, 00161 Rome