

**International Master in**

# Marketing and Sales





Be a Better Manager 04

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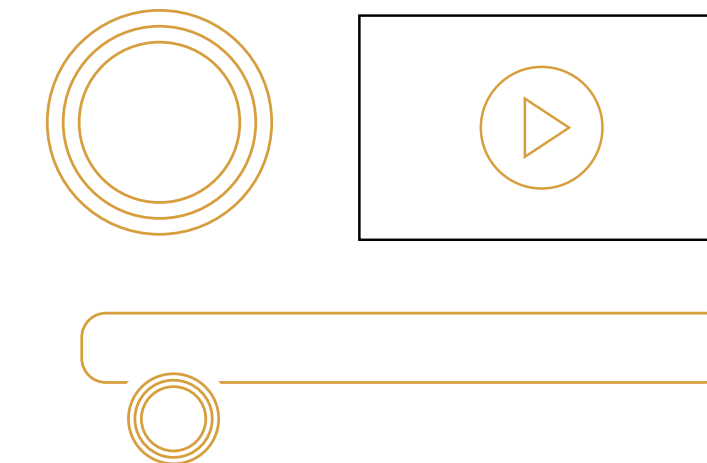
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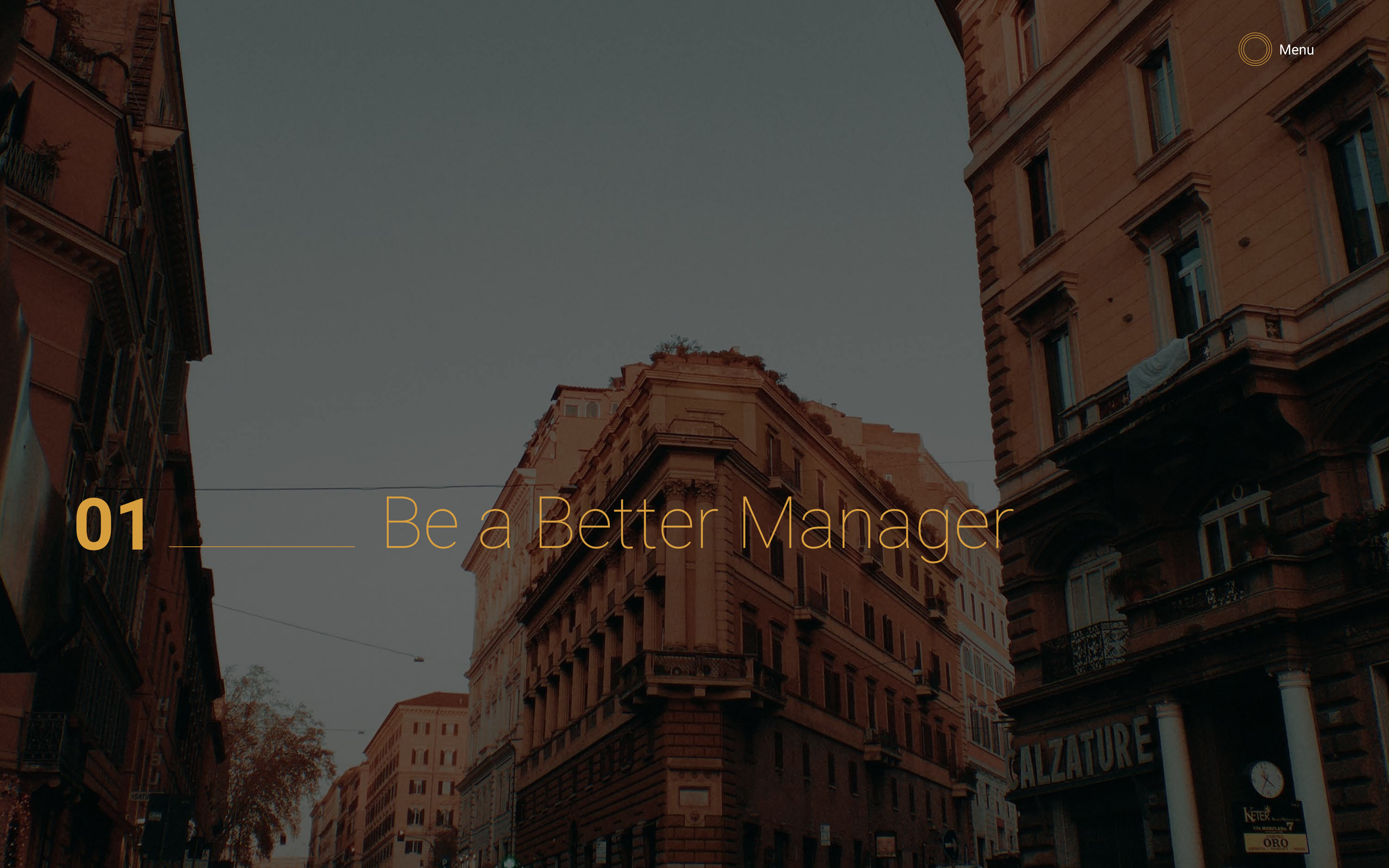
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Make your Move

This brochure has an interactive menu that will navigate you directly to each one of the topics and from there back to the menu page. Videos, URL's and emails are also interactive



# 01 Be a Better Manager



Rome Business School offers Master and MBA programs that can be taken both on campus and online, as well as Executive Education training programs. We always maintain an international vision, and our mission is to train global leaders equipped to manage companies all over the world from an innovative and sustainable perspective.

**This is the meaning of our mission to create better managers for a better world.**





**Antonio Ragusa**  
Dean of Rome Business School

“In a global world, the economy never stops. It fluctuates, driven by ever-growing competition and market uncertainties. Companies that have the best understanding of this new context know that they need versatile, creative, highly adaptable directors;

responsible leaders with the ability to design the strategic approaches of their organizations effectively, with the vision and talent required to succeed on this new playing field. Based on diversity, innovation and sustainability but strongly connected to the market our educational paths will amplify your talents, transform your abilities, and accelerate your career.

Your passion is our fuel and your ideas the starting point from which to make a change both for you and the world. Our students, faculty, staff and alumni members are the driving force behind this change. We are committed to creating future managers, entrepreneurs, and professionals to a level of excellence and ethics in their competences to take the world to the next age of modernity and progress.

The quality of our programs is underpinned by a working atmosphere always connected to the professional world in which the participants share experiences and learn from their classmates. If you are or want to become a proactive person, full of energy, charismatic, a leader to guide your company to success”.

**You're one of us!**

## A Family committed to Global Education

Rome Business School is a member of Planeta Formación y Universidades, an international network created in 2003 by the De Agostini and Grupo Planeta that embodies a strong commitment from both companies to university education and vocational and lifelong training.

This international higher education network boasts twenty-three educational institutions across Spain, France, Italy, North Africa, the USA, Colombia and Andorra. Each year, more than 100,000 students from 114 different countries receive training through its business schools, universities, specialist further education colleges, and vocational and lifelong training centers.

 Planeta Formación y Universidades



As a diversified business division of two large publishing, communication and entertainment groups, **Planeta Formación y Universidades** upholds a set of essential high business values. This leading and enterprising spirit is now combined with the latest technologies and the ambition to deliver for global communities.

**Pietro Boroli**  
**Pietro Boroli**, President of De Agostini Editore, inaugurates the New Campus of Rome Business School during the inauguration ceremony of the new campus of the Rome Business School. Rome, October 14, 2021

# The most International Business School in Italy

It is our belief that, in order to close the gap between the academic world and the job market, we must expand our perspective. This is why, ever since Rome Business School was founded, we have focused our efforts on creating a multicultural, diverse learning environment. We are now the most international business school in Italy, with students coming from more than 150 countries. Therefore, choosing Rome Business School for a higher education program does not just mean receiving a top-level education, but also coming in contact with brand new perspectives and building strong and lasting bonds that span distances.

**1st**   
Most international Business School in Italy

274

Universities partnerships and agreements in 63 countries and 4 continents worldwide

+ 707

Partnership agreements with National and International companies

11

Masters classified in Internationals Rankings

586

National and International Employability Partners

3,285

Job and internship offer each year

+693 over 2021

14,873

Candidates keen to apply each year

2,300

Students from 150 countries

97%

Placement rate

50+

International companies involved in the students' final Capstone Project

91

International Managers as Corporate Advisors

107

National and international events every year, including talks, conferences, summits, and social events

102

Events, workshops, webinars and meetings in collaboration with multinational companies every year



# Rome Business School's Global Learning Community

Rome Business School strongly believes in an international mission, giving a first role to cross-cultural communication between its students and granting access to managerial education worldwide.

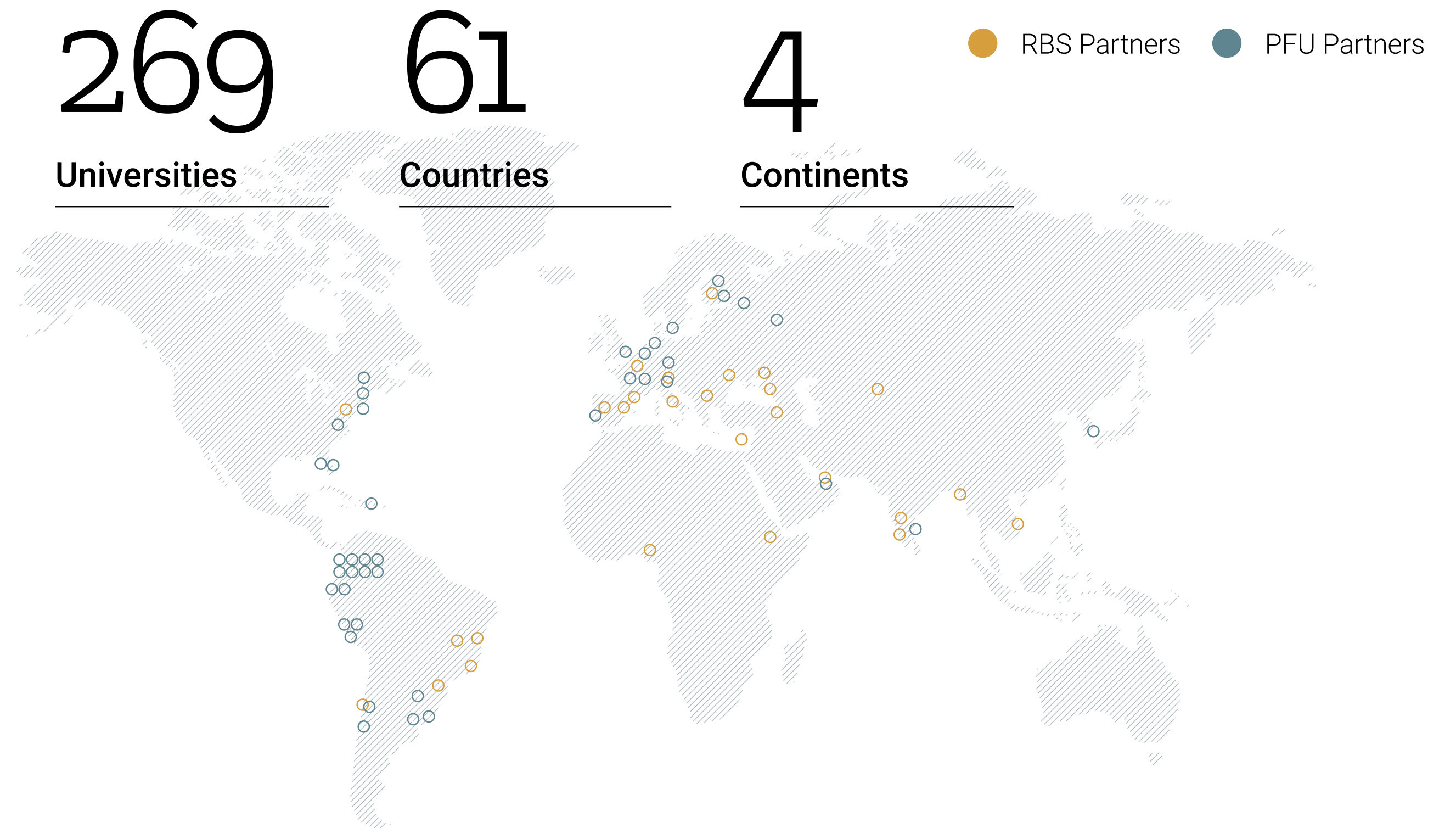
Right from the very early years, Rome Business School has naturally developed international cooperation on a global scale, with a special focus on developing countries. An ethical approach to business and work has to be applied when training entrepreneurs, managers and professionals to a level of excellence in their area of competence. This is the main reason that Rome Business School wants to play a key role in the development of economic humanity and a more prosperous, fair and respectful society focusing on the central role of the individual.

This comprehensive expansion of Rome Business School has therefore not only attracted international students from more than 161 countries to its programs but also, and most importantly, it has given rise to active synergies with other Schools, Institutions and Universities: from running International Study Tours in Rome and abroad to the dedicated Online Short Courses, as well as taking part in institutional events and graduation ceremonies, cooperating in the publications of the Research Center, and much more.

Rome Business School also offers partners services such as legalization of the certifications, customized packages and dedicated lectures and training, along with the inclusion in our Online Library and Virtual Learning Environment.

## Rome Business School Partners

<p><b>ARGENTINA</b> Mundos E Business School Universidad Empresarial Siglo 21</p> <p><b>ARMENIA</b> Eurasia International University</p> <p><b>AUSTRIA</b> Cives Solutions</p> <p><b>BELARUS</b> MHR Group International School of Business and Management of Technology of BSU</p> <p><b>BELGIUM</b> Université de Liège</p> <p><b>BRAZIL</b> Baiana Business School Fucape Business School Pontificia Universidade Católica do Paraná Strong Educational Universidade Federal do vale do Sao Francisco</p> <p><b>CAMEROON</b> Fotabe University</p> <p><b>CHILE</b> Universidad Andres Bello Universidad de Chile - Facultad de Economía y Negocios Universidad Mayor</p> <p><b>CYPRUS</b> Cyprus Institute of Marketing Global Business University - Europe Open University of Cyprus</p>	<p><b>COLOMBIA</b> Politécnico Grancolombiano Pontificia Universidad Javeriana - Bogotá Universidad EAFIT Universidad del Norte Universidad Pontificia Bolivariana UPB</p> <p><b>DOMINICAN REPUBLIC</b> Pontificia Universidad Madre Maestra PUCMM</p> <p><b>ECUADOR</b> Universidad Pontificia Católica del Ecuador Universidad San Francisco de Quito</p> <p><b>EGYPT</b> Brilliance Business School</p> <p><b>ETIOPÍA</b> St. Mary's University</p> <p><b>FINLAND</b> Turku University of Applied Sciences</p> <p><b>FRANCE</b> CMH Academy - International Hospitality Management School Ecole Supérieure de Design ESDAC EDC Paris Business School ESLSCA Business School - Paris ESSCA School of Management Magellan Institute Université Paris-Est Creteil Val-de-Marne</p> <p><b>GEORGIA</b> Business and Technology</p>	<p>University Tblisi State University Caucasus University</p> <p><b>GERMANY</b> University of Heidelberg</p> <p><b>GHANA</b> Accra Business School</p> <p><b>INDIA</b> City College Jayanagar Don Bosco School of Management Hindustan College of Arts &amp; Science Indian Institute of Logistics Rajagiri Centre for Business Studies</p> <p><b>IRELAND</b> Galway Business School</p> <p><b>KYRGYZSTAN</b> Makhumud Kashgari Barskani Eastern University</p> <p><b>MACEDONIA</b> Insitute of Communication Studies</p> <p><b>MEXICO</b> Escuela Bancaria y Comercial - EBC Universidad Anáhuac del Mayab Universidad Autónoma de Guadalajara Universidad de Guadalajara - Centro Universitario de Arte, Arquitectura y Diseño Universidad de Veracruz</p> <p><b>MYANMAR</b> WEBS College</p>	<p><b>NIGERIA</b> Rome Business School Nigeria</p> <p><b>PERU</b> Universidad de Ciencias Aplicadas - UPC Universidad de Piura</p> <p><b>PORTUGAL</b> Instituto Politécnico de Bragança Universidade da Beira Interior Universidade do Algarve</p> <p><b>RUSSIA</b> Southern Federal University St. Petersburg State Electrotechnical University "LETI"</p> <p><b>SERBIA</b> RBS MBA</p> <p><b>SLOVENIA</b> DOBA Business School</p> <p><b>SOUTH KOREA</b> Woosong University</p> <p><b>SPAIN</b> EAE Business School International University of Valencia Universidad de Salamanca</p> <p><b>TURKEY</b> Abant Izzet Baysal University</p> <p><b>UAE</b> Capital College University</p> <p><b>UKRAINE</b> International Institute of Business Kyiv-Hoyla Business School Ukraine University</p>	<p><b>USA</b> Ducere Global Business School Florida International University HAC Business School Kean University PACE University USIL Miami</p> <p><b>VIETNAM</b> FPT University</p>
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Annual meeting with Rome Business School International Partners

# Accreditations & Rankings

## Public Accreditations



### MIUR – Italian Ministry of Education, University and Research

Rome Business School has been certified by the MIUR (Italian Ministry of Education, University and Research) as a Research Center, and is listed on the National Research Registry (reg. n° 61598).



### Italian Republic and Chamber of Commerce

Rome Business School is legally certified and authorized by the Italian Republic and Chamber of Commerce to deliver: “management training and consultancy, marketing and communication services, education design, editorial activities by any means, including online publishing, except in the daily press”. n. rea – rm-1364167.



### European Union

Rome Business School is officially registered as a participant organization of the Education and Culture Directorate-General and the Education, Audiovisual and Culture Executive Agency of the European Commission, with the Participant Identification Code (PIC) n° 937625960.

## Business School Accreditations and Memberships



### EFMD

Rome Business School is a Member of EFMD, a global, non-profit membership-driven organization specializing in management development. EFMD is a globally recognized accreditation body for business schools, their programs, and corporate universities on a global scale. It strives to develop socially responsible leaders and managers looking for connection opportunities.



### EOCCS – EFMD Certification

A suite of 4 courses of our Specialized Master Online in HR & Organization within the managerial core competences are EOCCS certified by the EFMD (European Foundation for Management Development). This prestigious certification demonstrates the quality of the Rome Business School online courses. RBS is one of only two business schools in Italy certified by EOCCS-EFMD.



### Asfor Accreditation

Our International MBA, Executive Master in Marketing and Sales and Master in HR & Organization are accredited by ASFOR as one of the best master programs in terms of giving its students an education in management. The accreditation verifies that the Master is qualified to disseminate a 4.0 leadership culture in order to grow a future generation of managers equipped to tackle the challenges of modern society and its digital transformation.



### PRME

Rome Business School is a member of Principles for Responsible Management Education (PRME), a United Nations-supported initiative and a platform for raising the profile of sustainability in schools around the world. PRME equips today's business students with the understanding and ability to deliver change tomorrow.



### EADL

The European Association for Distance Learning represents all the privately-owned and non-governmental European organizations offering high quality and educationally sound distance learning. EADL aims to improve the quality and acceptance of distance learning to ensure the maximum benefit for students.



### PMI - Project Management Institute

Rome Business School is accredited as Authorized Training Partner (ATP) by the Project Management Institute (PMI), the world's largest project management member association.



### CSCMP

Rome Business School is a member of CSCMP, the leading worldwide professional association dedicated to the advancement and dissemination of research and knowledge on supply chain management. CSCMP Italy aims to develop practice, competences and networking among Italian-speaking Supply Chain Professionals.



### DASCA

Rome Business School is certified by ABDA™. The Data Science Council of America (DASCA) is the world's most credible 3rd-party, vendor-neutral certification for young business-school students and those graduating with majors like Statistics, Applied Mathematics, and Economics, dreaming of making exciting careers in Big Data. You can trust the internationally accepted and recognized ABDA™ Credential to prove best, your proficiency, potential, and promise for Big Data analytics.



### PWA

A non-profit networking organization that supports and promotes the interests of professional women of different nationalities, from diverse cultural environments, welcoming women from various professions at different levels and from different sectors.

## Quality



### ISO 9001:2015

Rome Business School has obtained the ISO 9001:2015 certification that accredits the top-quality standards of our training activities. The ISO 9001:2015 accreditation certifies that our organization implements quality systems that provide the foundation for excellent customer satisfaction, staff motivation and continuous improvement.

## Accredited Masters



### What it is and its accreditation process

ASFOR (Associazione Italiana per la Formazione Manageriale) is the Italian Association for Management Training. Founded in 1971, ASFOR's main purpose is the development of Italian managerial culture and the continuous improvement of the quality and competitiveness of Italian managerial training.

The ASFOR accreditation process identifies the excellence of training projects. The programs are evaluated according to criteria that ascertain the solidity of the proposed contents, the teaching quality of the teaching staff involved, the organizational commitment of the promoting educational institutions, economic sustainability and the guarantee of continuity over time.

### What they valued the most from our masters and from our School

As states in the official report by ASFOR, Rome Business School is correctly positioned on the training market in Italy with a strong international focus. The possibilities offered by being part of an international group like Grupo Planeta that it favors are very wide of exchange between schools and its group's activities. The school is evolving very quickly with quality. Excellent logistics characteristics of the campus and a well-structured career service as an integral part of the school's value proposition. There is close relationship with 70 Companies operating internationally. The great satisfaction of the school's stakeholders confirms the correspondence between the objectives of the school, the Master HR & Organization and the MBA and the results achieved.

### Accredited Masters

[International MBA](#)

[Master HR and Organization](#)

[Executive Master in Marketing and Sales](#)

## Certified Masters



### What it is and its certification process

EOCCS - Online Course Certification System is an international online course certification system within the EFMD designed to evaluate the quality of online business and/or management-related courses that stand alone or constitute part of a certificate or programme.

EOCCS provides RBS with a quality-driven international certification system, firmly embedded in the general philosophy of EFMD accreditations: internationalisation, practical relevance and quality improvement.

The process of the certification lasts 6 months and entails an in depth review of courses under a wide range of aspects: planning, design, production, delivery, management, maintenance and evaluation as well as the applied technology and the collaborative elements of the suite of courses taken in consideration. The Panel review of experts involved by EOCCS has interviewed professors, staff and students.

### What they valued the Most from our masters

This prestigious certification demonstrates the quality of the Rome Business School online courses and places Rome Business School among the only 2 Business Schools in Italy certified by EOCCS-EFMD.

Rome Business School has a defined and coherent strategy for online courses/master, which relates to its overall learning strategy. The strategy reflects the Institution's market positioning, resources and any given constraints. The online courses are sustainable regarding the qualifications and experience of the teachers and the technical infrastructure of the Institution. There is an IT-strategy which describes the technology currently used and its sustainability.

### Certification Masters

Suite of four courses as part of Master Programme in HR and Organization: Business Strategy, Marketing, Managerial Economics, Entrepreneurship and Business Planning.

# Accreditations & Rankings

Rome Business School provide the highest quality in terms of Higher Education, investing in people, Social Responsibility, Ethics, Diversity and Innovation, connecting with companies and building an international network that allows the school to keep up-to-date with the needs of global businesses at all times. Rome Business School positions 11 of its masters among the best in the world, 3 of them are italian leaders for higher Education in Management: Marketing, Communication and Human Resoruces. Placing it self as the Business School with more ranked Master among Eduniversal Ranking

## TOP 30

**International Master in Food and Beverage Management**  
Global Ranking  
Ranked 21° in Food and Beverage Management, Worldwide

## TOP 50

**International Master in Agribusiness Management**  
Global Ranking  
Ranked 45° in Agribusiness / Food Industry Management, Worldwide

## TOP 60

**Global Master in Marketing & Sales**  
Regional ranking within the 9 geographical zones  
Ranked 59° in Marketing, Western Europe

## TOP 30

**Global Master in Fashion and Luxury Management**  
Global Ranking  
Ranked 27° in Fashion Management, Worldwide

## TOP 50

**International Master in Arts and Culture Management**  
Global Ranking  
Ranked 44° in Cultural Management Creative industries Management, Worldwide

## TOP 100

**Global Master in International Management**  
Regional ranking within the 9 geographical zones  
Ranked 99° in International Management, Western Europe

## TOP 40

**International Master in Sport and Lifestyle Management**  
Global Ranking  
Ranked 38° in Sports Management, Worldwide

## TOP 60

**International Master in Data Science**  
Global Ranking  
Ranked 60° in Big Data Management, Worldwide

## TOP 100

**International Master in eHealth Management**  
Global Ranking  
Ranked 92° in Health Management, Worldwide

## TOP 50

**International Master in Tourism and Hospitality Management**  
Global Ranking  
Ranked 44° in Hospitality Management, Worldwide

## TOP 60

**Global Master in Human Resources Management**  
Regional ranking within the 9 geographical zones  
Ranked 53° in Human Resources Management, Western Europe



EDUNIVERSAL  
RANKING 2022  
BUSINESS SCHOOLS



EDUNIVERSAL  
RANKING 2021  
BEST MASTERS



EDUNIVERSAL  
RANKING 2020  
BUSINESS SCHOOLS



BEST MASTERS  
RANKING 2019  
eduniversal

# 02 \_\_\_\_\_ Your journey

# Your Journey

Driven by the will to continuously improve our range of higher educational programs and keeping up-to-date with the trends of the job market, we have developed the Corporate Advisory Board, to embody the spirit of collaboration between students and the reality of the management world.

## Rome Business School – Learning Experience

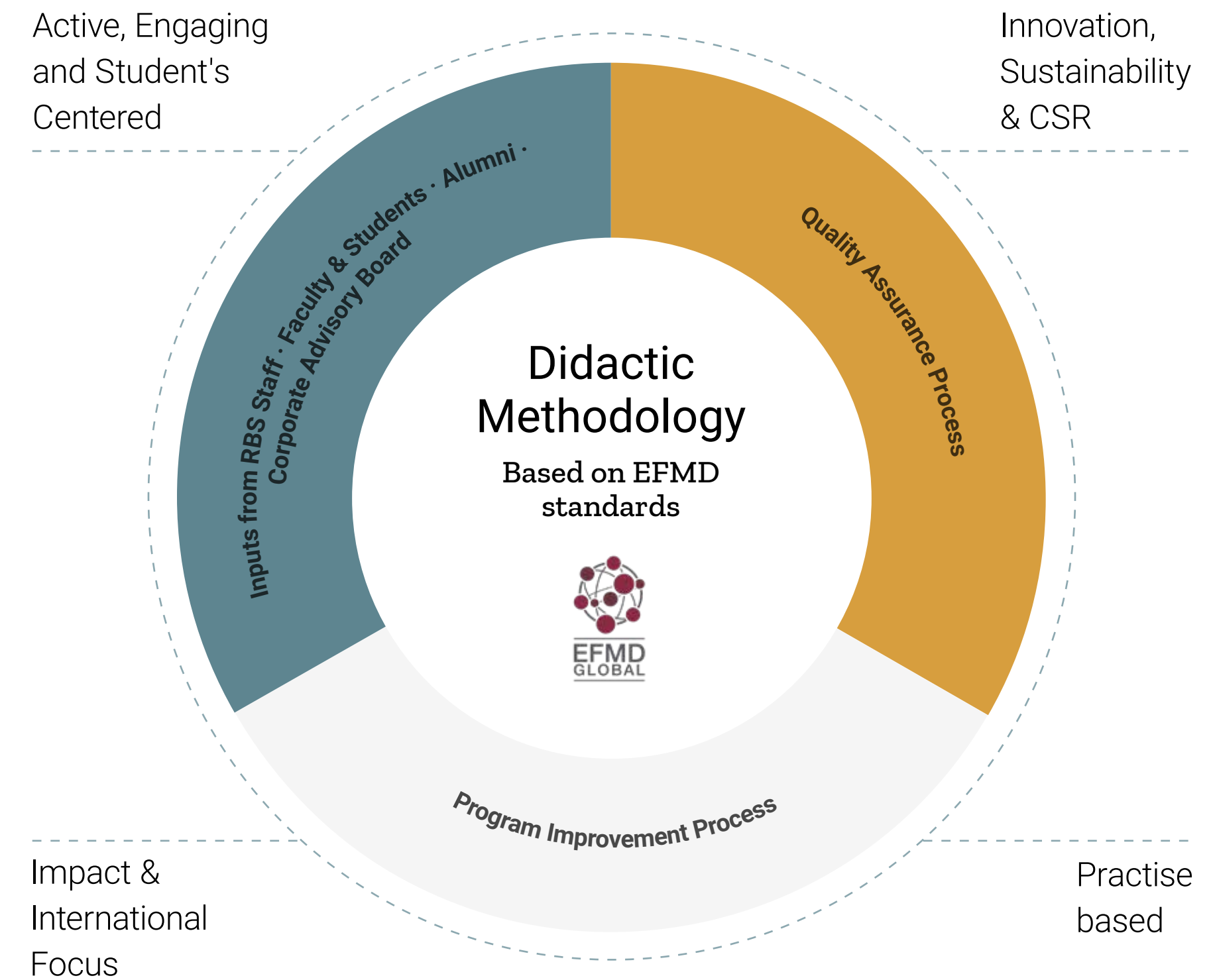
is tailored and built to fulfil the highest standards of quality required to success in the today's working environment.

Shape your professional path and image through 4 pillars:



# The Circular Learning Methodology

Also known as Circular Learning, our Pedagogical Methodology is based on the requirements set by the EFMD Circle for Quality Assurance and so provides highly experience-focused training to professionals and young talent striving to achieve career goals by maximizing their competencies, (technical and professional) skills and leadership attributes.



## The On Campus Methodology is:

- 1 Active**  
with roleplays, class discussions, expressive and critical thinking.
- 2 Engaging**  
Thanks to brainstorming activities, a business case study method, and fieldwork activities.
- 3 Student-centered**  
Focused on providing students with real business situations and challenges. Students are the central point whereas professors are facilitators in each and every lecture.
- 4 Focused on Innovation and Sustainability**  
The real world needs real sustainable action, which is why we train our future leaders to be as ethical and environmentally friendly as possible throughout their management career.
- 5 Practice-Based**  
Not an ordinary academic program, but rather a practice-oriented educational path, based on real case scenarios and tangible skill improvement activities.
- 6 Impactful and Internationally Focused**  
In direct contact with multinational partner companies, we provide young talent with direct contact with the business community, enabling them to grow with an international focus based on global market movements and demand.



# The International Master Experience

Interactive and dynamic classes offered fully on campus in Rome, empowered by career and entrepreneurship services, to prepare students to kick off their careers or accelerate their current one.

A specialized journey, integrated with Business Practice experience, where students put theory into practice.



## 1 Pre-Class

### Prepare to Explore Concepts

- Pre-Master courses
- Read assigned material in Syllabus on Blackboard
- Self-Assessments
- Preliminary research or analysis of business case study or an article, topic orientation
- Usage of EBSCO & Euromonitor

## 2 In-Class

### Learn and Practice Concepts

- Explanation and clarification of concepts and theory
- Quizzes, brainstorming, case studies, role plays, pool surveys, class discussion, team work, students presentations, Q&A, practice lab
- Short exercises, guest lectures
- Getting feedback

## 3 Post-Class

### Evaluate, Apply and Expand your knowledge

- Reflection of the learning experience
- Review difficult concepts, individual study
- Tests, practical assignments
- Blackboard class forum discussion
- Additional reading and resources
- Projects development & team work

# International Master in Marketing and Sales



**Francesco Landolfi**

Francesco Landolfi has matured his entire professional career by developing and managing innovative and high-tech projects in two main sectors: Information Technology and Healthcare. Francesco has held various managerial positions in Sales & Marketing in multinational companies such as Microsoft, IBM, Baxter.

*"Master in Business Administration, Harvard Business School, Harvard University (Boston, USA)"*

*"Master's Degree in Economics at LUISS University (Rome, Italy)"*

The International Master in Marketing and Sales is designed to develop professionals who will master and sharpen their skills and embrace change as the most effective way of generating competitive advantages,

who can capitalize on new technologies, who have a solid grasp of the new generations of professionals joining the employment market, who fully understand the importance of the work/life balance and ethical conduct, and who are committed to developing, attracting and retaining talent as the best way to ensure success in the new business ecosystem. Participants will firstly acquire general core knowledge in management, before moving on to specialized expertise in Marketing & Sales, specifically gaining insight into the digitization of Marketing & Sales and digital marketing to add value to their business communication strategy, enabling them to stand out as innovative, responsible leaders, with a growth-oriented mindset, fully ready to make an impact out in the world and achieve career milestones.

Students will take part in interactive classes run fully on campus in Rome or online, and elective courses, along with an effective set of career and entrepreneurship services, equipping students with the right skills, knowledge and mindset to open their own businesses in their desired industry, embark on a new career path, or accelerate their current careers.

This International journey includes the Business Practice experience, which enables students to put theory into practice, as well as a hands-on Marketing & Sales Lab organized in collaboration with a company, 4 virtual company visits, and cutting-edge Leadership Program consisting of 5 courses.

The Leadership Program is an essential component of the Business Practice experience (10 hours of courses), as students develop skills for leading people, solving problems, earning customer trust, and transforming organizations. After the Business Practice experience, students focus on their interests by choosing 1 elective course out of 15. Electives allow them to target the areas that best suit their career goals, interests and passions, to unleash their full potential.

Students learn from an employability-based curriculum, designed with input from CEOs and managers from the Rome Business School Corporate Advisory Board (Bulgari, Western Union, Bayer, Expedia, HMD Global, Ferrarelle, Warner Media, Vodafone Italy, Pfizer, Coca-Cola, Nokia, Sky Italia, and many other companies). To drive future innovation and global expansion, students will gain global experience through our 5 international bootcamps in Silicon Valley, Spain, France, Rome and Tuscany (Italy) powered by our partner business schools, enabling them to expand their cultural horizons and practice global leadership.

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**Duration**

1 year

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**ECTS**

60

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**Mode of attendance**

On Campus

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**Language**

English

# The Master offers

1

## Solid, intensive training

to enable students to put into practice all knowledge acquired on their Master experience, growing personally and professionally.



2

## Meet the Managers

Take a hands-on class and tackle on a task. As a real marketer, you will create a real Marketing and Sales strategy. In partnership with Porsche.



3

## Electives

### Personalize your path

A unique way to personalize the learning experience. Students can choose from 15 different electives courses divided in four different areas, Innovation & Growth, Tech & ICT, Industry Focus, International Business, having the opportunity to deepen their knowledge of the most innovative practices related to Business Growth and Development. Make your Master even more specialized, embrace the latest trends, and prepare for the competitiveness of today's professional environment through our elective courses.



4

## Strong acquisition of key Soft Skills:

Reinvention, Empowerment, Self-Awareness, and Self-Discovery are all key personal attributes that are fundamental for effective leadership.



5

## A Program tailored to the latest employability requirements,

built with inputs from CEOs and managers from multinational companies, such as Unilever, Coca-Cola, Procter & Gamble, Sony, Microsoft, Bvlgari, Bayer, Warner Media, Vodafone Italy, Pfizer, Nokia, Sky Italia and many more. All part of Rome Business School's Corporate Advisory Board (CAB).



# Why choose the International Master in Marketing and Sales?

The **International Master in Marketing and Sales** paves the way to new future opportunities and equips you with tools to build a strong professional profile. Discover your untapped potential and your ability to take on responsibility and drive forward meaningful change. It is time to become a better manager, which you can achieve in the following way:



## Practice Lab

Thanks to our worldwide network of partners, Students immerse into 10 hours of practice lab, where theoretical concepts will be put in practice and learning will come through experience. All labs will be conducted by managers from national and international companies, teaching them how to prepare and present real companies' cases.

### Powered by



\* Company partners are subject to change

## Tailormade Program To develop core managerial competences in Marketing & Sales

Our Master will cover:

- Strategic Marketing Process: Business Plan, Project Management and Product Cycle Time
- Key Account Management and budget analysis
- Digital marketing tools (SEO, Email, social media)
- Sales Management, Sales Force and Compensation
- Web 3.0: (AI in Marketing, Machine Learning, Blockchain, Metaverse, NFT)

## Capstone Project: Practical Business Challenge

A tangible return on your investment: a teamwork project with the aim of developing a Marketing or Sales plan that resolves a business problem in the area of Marketing & Sales of an existing or fictitious company, or to work on a real company's business challenge set by the Program Director to resolve a problem and create a strategy. All teams will receive guidance from the initial phase of the project and, on completion of the project, present it orally to the Academic Committee.

## Practice Oriented Learning Experience

Design the 'omni-channel' distribution strategy for a luxury/fashion product company: figure out how to balance online and physical channels, and how to integrate distribution strategy with an appropriate digital marketing campaign.

**Role-Play for on campus and online students:** Pitch the value proposition of your product

**Green-Washing vs Real Purpose marketing - sustainability challenge**

## Career Acceleration Program

**97% Placement Rate | Design your professional profile**

A tailored Career Acceleration Program specifically designed to shape each student's professional profile to enable them to become a competitive figure in the modern employment market. You will have access to workshops focusing on the latest key topics in relation to job seeking and career networking, individual career guidance meetings, and our exclusive events to ensure the best start or a great boost in your career.

## International Bootcamp in Berkeley, Barcelona, Paris, Qatar, Lagos, Rome and Tuscany Global Experience

Looking for an international experience to gain a brand-new perspective on the business world? We offer the chance to enrich your knowledge of entrepreneurship, innovation and other key topics in the business world by taking part in our International Programs in Silicon Valley, Barcelona, Paris, Qatar, Lagos, Rome and Tuscany, where you can also expand your professional network.

# International Master in Marketing and Sales Objectives

## Strategic Thinking and Planning in Marketing and Sales

### You will learn how to:

- Develop and implement Marketing and Sales performing strategies required to achieve the planned objectives.
- Conduct strategic marketing, brand management and sales as well design thinking and product development.
- Identify opportunities, threats and possibilities for change within the company's environment, orienting the strategy based on the potential sales and marketing scenarios.
- Use the different policies in the marketing mix to effectively create, communicate and deliver values through strategic thinking.



1

## Data Driven Decision Making in Marketing and Sales

### You will learn how to:

- Use customer insights data to choose which marketing tactics to continue, discontinue or add to your promotional marketing and sales strategy.
- Use Google Analytics and how to create digital marketing and sales strategies, helping you to make better business decisions.
- Use data to improve the efficiency and effectiveness of your marketing and sales activities and services and to determine the value of your customer and create communication strategies.
- Build models (sales funnel, commercial dashboards) for analyzing the evolution of sales channels.



2

## New Marketing & Sales Tech, Future Trends and Global Leadership

### You will learn how to:

- Gain an in-depth overview of the opportunities and risks posed by the new digital trends, new tech that appear every day, and adapt the company to the competitive global environment that prevails different ways.
- Ge able to lead globally and motivate teams, think and act socially responsible in a globalized, multicultural world.



3

# Program Outcomes

On completion of the International Master in Marketing and Sales, you will be able to:

- Manage and implement different Marketing & Sales tools, from the new product development stage right through all the phases of a product's lifecycle, taking into consideration opportunities for international expansion.
- Manage sales and meet the company's objectives and KPIs.
- Analyze the market situation, establish different scenarios, identify opportunities and define the business strategy for Marketing & Sales.
- Be a responsible and innovative leader in the field of Marketing & Sales.



The Master enables you to strengthen your competences, equipping you to take on responsibilities in the Marketing and Sales Department of different companies, while also developing your capacities for different professional profiles:

Marketing and Communication Manager

Brand Manager

Social Media Manager

Research Marketing Business Developer

Sales Manager

Trade Marketing

Content Creator

Digital Marketing Manager

Media Planner

Content Editor

Key Account Manager

Digital Manager

Product Manager

Copywriter

Engagement Manager

Sales Manager

Key Account Specialist

Marketing and Communication Specialist



**Bruno Niccolò Faresin**  
 ITALY  
 Manager  
 Decathlon



*"I recommend RBS for who wants a good work-study balance and a international perspective on markets."*

# Timeline

FIRST SEMESTER

SECOND SEMESTER

Get Ready

Pre-Master Courses


1. Time Management
2. Speed reading and Learning Skills
3. Research Methods for Business
4. Basic Accounting
5. Effective Meeting Management
6. Basic Excel: Key Formulas & Functions

Ready to start

7. Ready to start session
8. Basic Italian course (live)
9. Business English course (live)
10. Meet your Program Coordinator
11. Platform demonstration session
12. National and International Job Market Overview

Welcome Week

Be Aware	Be Business Savvy	Innovate & Transform
<p>Start with Managerial Core</p> <ul style="list-style-type: none"> <li>Human Resources Management</li> <li>Project &amp; Operations Management</li> <li>Managerial Economics</li> <li>Accounting and Budgeting</li> <li>Entrepreneurship and Business Planning</li> <li>Business Strategy</li> </ul>	<p>Get into focusing and specializing</p> <p><b>Marketing and Sales: Core Drivers</b></p> <ul style="list-style-type: none"> <li>Valuing the Marketing Mix</li> <li>Managing Sales and Sales Networks</li> <li>Pricing Strategies</li> <li>Customer Journey Mapping - CRM And Customer Experience</li> <li>Sales Force Motivation and Compensation</li> <li>Combining Marketing and Sales Strategy</li> </ul> <p><b>Strategic Marketing and Sales</b></p> <ul style="list-style-type: none"> <li>Setting the Distribution "multi-channel engine"</li> <li>Go to Market: strategy and planning</li> <li>B2B Industry marketing and sales</li> </ul> <p><b>The Value of Communication in Marketing and Sales</b></p> <ul style="list-style-type: none"> <li>Impactful Branding &amp; Advertising</li> <li>Key Account Management &amp; Sales Pitch and Sales Promotion</li> </ul> <p><b>Digital Marketing and Web Empowering</b></p> <ul style="list-style-type: none"> <li>Web Design and Web Management</li> <li>E-Commerce Optimization (Google Analytics)</li> <li>Lead generation: Google AdWords, Social Media Marketing and Programmatic Advertising (Preparation for Google Ads Certification)</li> <li>Search Engine Optimization (SEO)</li> <li>Omnichannel Marketing Evolution</li> </ul>	<p>Become innovative &amp; responsible leader</p> <p><b>International Marketing and Sales</b></p> <ul style="list-style-type: none"> <li>Assessing the geo-political context</li> <li>Growing strategies in a Globalized economy</li> <li>Marketing and sales strategic mix formulation</li> </ul> <p><b>Marketing and Automation Channels, Digital Sales, New Tech &amp; Future Trends</b></p> <ul style="list-style-type: none"> <li>Data Driven Marketing &amp; Sales and Business KPI's</li> <li>Digital Sales</li> <li>Brand Extra-Value linked to Sustainability and Ethics</li> <li>Web 3.0: (AI in Marketing, Machine Learning, Blockchain, Metaverse, NFT)</li> </ul>

Challenge Yourself	Think Big and Go Global
<p>Business in Action</p> <p>Your opportunity to meet international managers and put on practice knowledge acquired in class, through:</p> <p><b>Business Practice Lab</b></p> <p>The Lab is entirely run by the School's Partner Companies and the activities included are specific for each Master program and goal.</p> <p>In partnership with:</p>  <p><b>PORSCHE</b></p> <p><b>Company Visit</b></p> <p>The best opportunity to meet professionals and gain insights.</p> <p>Previous editions main partners:</p>    	<p>International Bootcamps (in the summer)</p>        <p><b>Electives</b></p> <p>Electives of 16 hours from one of the following 5 areas:</p> <p><b>Area 1:</b> Innovation &amp; Growth</p> <p><b>Area 2:</b> Tech &amp; Digitalization</p> <p><b>Area 3:</b> Industry Focus</p> <p><b>Area 4:</b> International Business</p> <p><b>Area 5:</b> Professional Certification. <b>Preparation</b> – Available for specific masters only</p> <p><b>Leadership Program</b></p> <ul style="list-style-type: none"> <li>Communication &amp; Persuasion in the Digital Age</li> <li>Agile Leadership</li> <li>Scenario &amp; Forecasting</li> <li>Emotional Intelligence</li> <li>Team Work Effectiveness</li> </ul> <p><b>Capstone Project</b></p> <p>Your real Business Case. Students work on a real business challenge with a company partner.</p> <p>Previous editions main partners:</p>  

Graduation Ceremony

CAREER IMPACT SERVICES

5 different paths to choose according to your professional experience:

1 Career Starter

2 Career Advancer

3 Career Propeller

4 RBS4Entrepreneurship

5 Independent Employment

# Marketing and Sales Structure

The International Master in Marketing and Sales program consists of six main sections:

## Pre-Master courses

A series of classes designed to give you tools and guidance to conduct an effective learning journey. You will gain insight into Accounting, learn the best Time Management strategies, Conduct Effective Meeting, analyze the different types of Research Methods for Business, and explore Quantitative Methods.



### Basic Accounting

The course begins by giving an overview of the core basic accounting principles, types of accounting, and covers basic accounting topics such as the accounting cycle, accounts hierarchy (account classes, account groups, accounts, subsidiary accounts), journal entries related to sales, purchases, collections, payments, and expenses to prepare the students for a more in-depth overview on the management competence modules.

### Time Management

The Time Management courses will give you the strategies and techniques you need to make the most of your precious time. This course will help students analyze their own strengths and weaknesses, set their own priorities, manage the expectations of others and become more effective in the workplace.

### More about Research Methods for Business

This course is designed to provide students with the necessary skills and knowledge to establish the information required to tackle an identified research business problem (basic or applied) and, based on this understanding, develop and use an actionable research business proposal.

### Speed Reading and Learning Skills

Learn how to improve your reading speed and comprehension. Everyone can benefit from speed-reading and this course will provide you with the right technique to get the biggest amount of information in a short time frame.

### Effective Meeting Management

During this course students will learn how to create a solid meeting agenda and everything needed before, during and after a meeting to make the meeting effective. Students will also learn what is the role of the meeting facilitator and the key Facilitator techniques and principles for effective meeting management.

### Basic Excel: Key Formulas & Functions

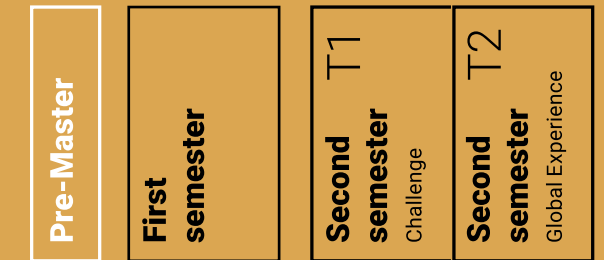
This course presents most commonly used analytical tools of Microsoft Excel. Students will learn how to use lookup tables, data tables, basic modeling, text based list applications and tricks and tips. After viewing students should feel prepared to tackle more complex quantitative analysis.

**Part 1:** Setting up basic analyses

**Part 2:** Lookup tables, data tables

**Part 3:** Logic and if statements (if, if+and, nested if)

**Part 4:** Text based list applications (for list management) including pivot table, macros, named ranges, transposing





## 2

## Start with the Management Core

### Project & Operations Management

New methodologies and approaches to Project Management (PM) and Operations have been developed in recent years. Whichever method and approach we consider, the ability to put it into practice is based on a solid foundation of key concepts and tools of PM and Operations. This module aims to provide participants with those concepts and tools while both covering the basics of traditional PM and familiarizing students with the latest approaches to PM and Operations. After attending the lectures and studying, students should be able to use their knowledge to manage projects and operations, understand the importance of aligning PM practices with a firm's strategy, critically examine PM information and data to make critical decisions and carry out analysis, examine the types of transformation processes occurring within operations and define the roles and responsibilities of Operations Managers and the challenges they face.

### Managerial Economics

Managerial Economics primarily focuses on the analysis and techniques involved in allocating scarce resources to satisfying multiple needs. Since resources are scarce in relation to mankind's needs and wants, they have to be utilized intelligently to produce the maximum possible benefit, whether it be for consumers or institutions ranging from governments, firms, hospitals and universities to religious organizations. The topics covered include the economic problem, the scarcity-choice dilemma, economic theory and models, macroeconomic and microeconomic perspectives, and GDP. After attending the lectures and studying, students should be able to recognize the distinction

between microeconomics and macroeconomics, understand the concepts of opportunity cost and comparative advantage, understand the law of supply and demand, apply consumer and business decision-making, and use marginal analysis to assess a firm's behavior in the different market structures of perfect competition, monopoly, monopolistic competition and oligopoly.

### Business Strategy

This module focuses on the integration and coordination of the functional areas within a company. Students will gain a clear understanding of the long-term direction and strategy of a firm, its values, competitive advantages and capabilities, as well as the areas of potential growth and success. This module also gives a clear overview of the different business growth strategies, and students will learn the meaning of a strategic management cycle and acquire all the tools and essential knowledge to be able to make business decisions. After attending the lectures and studying, students should be able to identify strategic business units (SBUs) in organizations, assess business strategy in terms of the generic strategies of cost leadership, and assess the benefits of cooperation in business strategy.

### Accounting & Budgeting

A carefully constructed budget allows a business to continually monitor where they are financially. This allows for strategic, long-term planning for everything from current operating costs to potential expansion. Knowing the budget gives the ability to hire new employees, invest in new products/services and set new goals in line with the organizations' corporate financial objectives. This module will define key terms such as ROI, EBIT, and GAAP. It will also provide an understanding of financial statements, budgets,

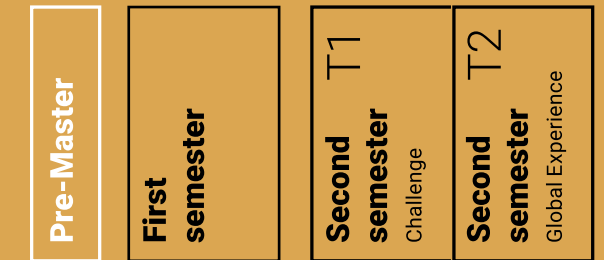
forecasting techniques, purchasing decisions, and laws that regulate the handling and dissemination of financial information. After attending the lectures and studying, students should be able to understand, analyze and interpret budgets and carry out forecasting, understand financial statements, understand and apply double-entry accounting, and make smart purchasing business decisions.

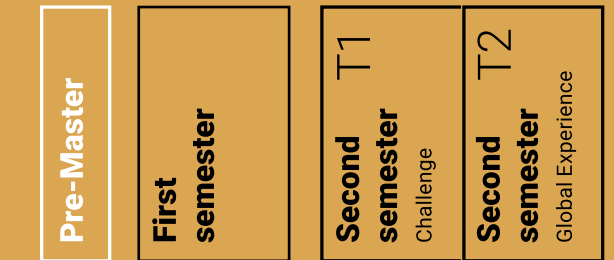
### Entrepreneurship and Business Planning

This module focuses on understanding how entrepreneurs create economic and social value by tapping into new opportunities. In addition, the module explores entrepreneurial approaches that corporate managers can adopt in response to complex problems and emerging opportunities. In this module, participants will critically discuss innovation versus invention, describe innovation as incremental change, and understand the importance of continuing entrepreneurial personal development. After attending the lectures and studying, students should be able to demonstrate a clear understanding of a business plan, how it is structured and how it must address the needs of differing targets, demonstrate the ability to design and produce a detailed written business plan, critically discuss innovation versus invention, understand creativity and articulate the links between thinking, problem-solving and business challenges.

### Human Resource Management

The module focuses on the fundamental theoretical and practical issues in the field of human resources management. It focuses on strategic HR issues such as acquiring, developing, motivating, managing and retaining a workforce. Special emphasis is placed on ensuring consistency and alignment with the firm's strategy and on adding value and competitive advantage through HRM.





After attending the lecture and studying, students should be able to: make decisions connected to Human resource management, understand the importance of aligning HRM practices with a firm's strategy, critically examine various HRM practices and develop a personal philosophy of human resources management that will enable one to perform effectively as a manager.

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## Master in Marketing and Sales Core Program

The driving force of the Master, the major content of the path that you have chosen to take. You will cover the latest insights into Marketing & Sales, learning the most advanced aspects of:

### Marketing & Sales: Core Drivers

Being able to create marketing plans at a strategic level is an essential skill for every marketing manager. This module is designed to enable students to address critical decisions, issues and challenges when drawing up a marketing strategy. Students will study the core of marketing, starting from marketing fundamentals, understanding Customers and Competitors, to analyzing the marketing evaluation from Traditional to Digital marketing. Students

will also in a practical way study and learn how to do a complete marketing assessment to be able to create further a 360degree effective marketing plan. They will learn how to apply key marketing theories, frameworks and tools to solve marketing problems.

### Strategic Marketing & Sales

This module will teach students how to think strategically and to be able to create Marketing & Sales strategies how to find and engage with prospective customers so that they can promote their core message and build interest in the brand. This module provides an overview of the key distribution concepts in Marketing & Sales. Go-to marketing strategy, B2B marketing & sales, channel design, developing a channel strategy, SWOT analysis, and environmental assessments for sales. Students will be able to manage and monitor distribution and sales channels as well will understand the behavior of customers in B2B markets and will be able to develop a channel sales strategy and go-to marketing strategy to aid business growth.

### Digital Marketing and Web Empowering

Digital marketing and customer insights offer companies and individuals new ways to create values, connect with the defined target, collaborate with stakeholders, conduct business, and promote and communicate brands and products. This module gives important insights into the essence of digital marketing and web empowering. In this module students will demonstrate basic knowledge of online advertising (Email, SEM, SMM, Display, Mobile) and choose the right type of online advertising for companies' products or services, will also get a solid preparation for Google Ads certification, will learn how to create digital marketing campaigns, and improving the company's website to allow visitors to easily convert into customers.

### The Value of Communication in Marketing & Sales

This module helps students understand how marketing, sales and communication work together, with a special focus on branding, advertising, sales promotion, key account management and creating and delivering a winning sales pitch. Students will develop and create brand communication strategies based on the brand's value and uniqueness. They will identify and understand the difference between selling and account management, and evaluate all accounts to identify different strategies needed for different account types. They will learn how to communicate the brand clearly and effectively in order to reach customers and increase awareness of the brand and will write and deliver a winning sales pitch.

## Become an Innovative and Responsible Leader

### Marketing and Automation Channels, Digital Sales, New Tech & Future Trends

The purpose of this module is primarily to provide students with essential knowledge of data-driven Marketing & Sales. In this module, students will learn about Marketing & Sales metrics and how to use them to demonstrate the effectiveness of campaigns across all marketing channels. Students will then focus on the importance of Corporate Social Responsibility in Marketing & Sales as a means of helping a community through beneficial services and products. Students will forecast and discuss the future challenges and trends in the Marketing & Sales industry, as well as learning and embracing new technology and innovative practices to optimize business, always in an ethical and sustainable way. Students will learn how artificial intelligence technologies can help make automated decisions based on data collection, data analysis, and additional observations of economic trends that may impact marketing efforts. Within this module, students will do a deep dive into Web 3.0 studying the new trends in the Web and the impact on marketing and sales such as: The Metaverse, . Machine Learning, Blockchain) Web 3 (also known as Web 3.0 and sometimes stylized as web3) is an idea for a new iteration of the World Wide Web which incorporates concepts such as decentralization, in the form of a distributed ledger such as blockchain technologies, and token-based economics. Students will get to know the importance of Web 3.0, the benefits, the impact on marketing and sales and what are the skills that they should develop to prepare for the future of marketing.

### International Marketing & Sales

Students explore all aspects of marketing from a global perspective to better respond to international opportunities and competitive situations. Topics include an overview of international marketing; social, cultural, political, and legal environments; international market-entry opportunities; planning and managing market entry strategies and products; global distribution and pricing; international promotion, sales, and negotiation; and international market planning. After this module, students will be able to design and implement a commercial system for international expansion.



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Pre-Master	First semester	T1 Second semester Challenge	T2 Second semester Global Experience
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## Company Visits

As part of your learning journey, the company visits in Rome included in the program will give you the opportunity to meet professionals and gain insights into the operations of various companies in different Italian and international markets.

### The Purpose:

Students gain insights into how various companies operate in different markets.

### What students do during a company visits?

During a company visits, students get the chance to network with a company manager who presents the company, get into the company's business reality and learn how they run their business in a specific industry.

At the company visits students can ask questions to the manager and learn how the concepts they learn, companies actually implement.

1. [Senior Talent Advisor, Unilever Italia](#)
2. [Marketing and Innovation Director, Canon](#)
3. [Head of E-Business, Gruppo Piaggio](#)
4. [Strategic Partner Manager, Southern Europe, YouTube](#)





5

Pre-Master	First semester	T1 Second semester Challenge	T2 Second semester Global Experience
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## Practice LAB

### What is the Practice lab?

Students spend 10 hours immersed in the Practice Lab, where theoretical concepts are put in practice and participants learn through experience. The Lab is run by managers from leading national or international companies in the sector/ industry, who will examine different specialist knowledge, work on exercises and network, while sharing their experience and expertise with the students. The Lab is entirely run by the School's Partner Companies and the activities included are specific for each Master program and goal.

### Powered by



Porsche, is a renowned German car company specializing in high-performance sports-car, SUVs, and sedans. Its headquarter is in Stuttgart, Baden-Württemberg, Germany, and is owned by Volkswagen AG, a controlling stake held by Porsche Automobil Holding SE. Over the last decades, the company has been admirably successful and claims to have the highest profit per unit sold of any automobile manufacturer worldwide.

*\* The Partner Company and the hands-on class activities are subject to change*

The Practice lab is consisted of 3 main phases:

### Phase 1 | Managers Meet-Ups

Students meet 2 managers of the company partner, from different areas, or company's divisions, for example from finance and marketing department, that share their experience on daily bases on how they conduct their business, specific and relevant for the master.

### Phase 2 | Hands-on Class

Students are engaged in direct experience by the company's managers, to enhance the knowledge and the skills set developed in the master. They will analyze, assess, create, develop, a certain plan, strategy given by the company, connected to what they've studied in class and the company's business operations.

### Phase 3 | Get on Task

The company's managers give 2 in class business scenarios (business cases) to students, so that students by implementing the concepts learned, find solutions and create strategies. At the end of the class, they present verbally the final results and ideas.

## Learning Outcomes

1  
2  
3  
4

Get from theory into practice guided by an industry company

Understand a business reality and learn from industry companies' best practices

Communicate & Network with Industry managers.

Professional development

6

## Leadership Program

### What is about?

Soft skills are personal attributes that can affect relationships, communication, and interaction with others which are crucial for business success and effective leadership, in this high tech world and digital transformation in which we live. All the new technology and innovation cannot be applied without a proper leadership skill. The Leadership Program is a path that will lead towards self-discovery, empowerment and reinvention to become the leader of the future. The program is practice based, consisted of 5 interactive courses, including a self-assessment test, role plays and quizzes.

### Communication & Persuasion in the Digital Age

To be a successful leader in the world of today, we must be able to effectively persuade and influence at all levels, in every content (virtual and in person). This course will help students become self-confident communicators in person and within a virtual context: from online presentations to social media. They will learn the tools for engaging and communicating with the audience at all levels.

### Mindfulness Focus & Awareness

Students with this course will learn the concept of Mindfulness, tools and the techniques to focus and reduce stress, and will help create new neuronal pathways in the brain. Students will learn how to practice mindfulness throughout the day.

### Agile Leadership

Agile leadership is the ability to lead in a wide range of circumstances, particularly new, changing and uncertain situations. Students will assess their leadership style through the prism of established leadership models and acquire agile tools and the values of an agile leader by exploring different models of agile leadership to create agile teams and lead in times of uncertainty in order to increase business value.

### Negotiation & Conflict Management

In this course, students will learn theory, processes, and practices of negotiation, conflict resolution, and relationship management becoming a more effective negotiator in a variety of situations. During the course will be studied effective and ineffective strategies, determining why they work well, and discuss successful alternatives if they do not.

### Emotional Intelligence

On this course, students will learn skills to interpret and manage their emotions and balance their optimism and pessimism, using coping methods and relaxation techniques. Students will become more aware of their own thoughts and emotions and, as a result, their ability to interact calmly with others in every context of life will improve.



**Be empowered and self-aware, always  
reinvent yourself and keep on discovering  
your infinite potential.**

Rome Business School, Leadership  
Program 2023



# Electives

Choose 1 of 15:

Pre-Master	First semester	T1 Second semester Challenge	T2 Second semester Global Experience
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Elective courses enable you to personalize your Master and build a study program that has the scope to aligned new disciplines with your professional interests and goals.

They allow you to explore other areas of knowledge and to connect them to your Master path, doubling your opportunities of networking and expanding your professional horizons.

## Innovation & Growth

### 1. Customer Experience Innovation

This course teaches students to develop and execute a customer experience strategy that will drive customer growth, profitability and loyalty. It also provides an outline of customer experience tools and techniques. Students will also understand the differences between customer service and customer experience.

### 2. Design Thinking, Imagination and Creativity in Business

Design thinking is the process for creative problem-solving. On this course, students will learn to solve problems creatively in a business setting, applying design thinking methods by prioritizing the consumer's needs above everything else.

### 3. Growth Strategy

This course teaches students how to develop and execute a business growth strategy. A growth strategy is an organization's plan for overcoming current and future challenges to realize its goals for expansion. Examples of growth strategy goals include increasing market share and revenue, acquiring assets, and improving the organization's products or service.

### 4. Scaling Projects and Organizations

Scaling projects serves as a great model for organizational growth when it comes to inputs, outputs, process, teams, and more. This course is based on the premise that scaling is a crucial skill for building vibrant and enduring organizations from small startups to large enterprises. You will learn best practices and principles for scaling excellence and hear from industry leaders who have applied these principles successfully.

### 5. Agile Project Management: Creating Innovative Products

The course teaches the concept of agile project management. Students will learn to adapt quickly to changing requirements and produce higher-quality products or services to better satisfy the customers' needs. They will learn the iterative approach to managing projects, with a focus on working in small batches and with a collaborative approach to the customer. Students will understand the agile revolution's impact on innovative product development.

## Tech & Digitalization

### 1. Corporate Fintech & Blockchain

Students will get an overview of the most recent technological advances that are radically changing the financial services industry and will learn how corporations create value and build a competitive advantage and how fintech firms navigate the complex regulatory environment.

### 2. Tech – ICT

Students will dive into Tech-ICT industry and will learn and analyze how the tech and ICT has brought about changes in a selection of jobs and different benefits. Students will understand key technologies driving modern businesses and the concepts around Cloud, Data and AI, and related important buzzwords in the Tech world.

### 3. Development Tools for Web and Mobile Apps

An introduction to mobile application development using tools and scripting languages rather than object-oriented programming languages. This course assumes students already understand how to develop and deploy web sites with HTML5, CSS3 and JavaScript. Topics include a comparison of native, hybrid and web based mobile technologies.

### 4. Big Data & Analytics in Business

This course will provide students the core knowledge about big data, business data, and analytics in business. Students will learn how to generate business value from new technologies to their own companies. They will be able to create a business analytics report and analyze business data sets to generate facts, valuable outcomes and sustainable impacts.

## Industry-focused

### 1. Fashion & Luxury Management

Students will get an in-depth overview of the Fashion and Luxury industry and learn how fashion and luxury companies work, gaining an understanding of their brands, products, retail, and communication strategies and channels. Students will also analyze business models, international development, and product categories of different fashion and luxury companies.

### 2. Circular Economy, Sustainability and Business Opportunities

A circular economy is an economic system aimed at eliminating waste and the continual use of resources. Students will learn to manage the resources of a business better and how to explore and run sustainable business opportunities by considering economic, supply chain, social, technical, and environmental aspects.

### 3. Brain Pleasing - Neuromarketing

This course will introduce students to the multidisciplinary field of consumer neuroscience and neuromarketing. It will start by introducing the core concepts of the human brain, the elements of the consumer mind, and how its insights can be applied in commercial and societal understanding of consumer behavior.

## International Business

### 1. Doing Business in China

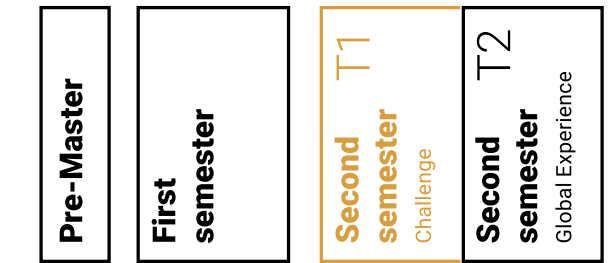
This course will guide students in doing business in China. Students will learn how to approach the Chinese market and think from Chinese perspective, analyzing the Chinese market, supply chain management, cultural diversity, business processes, consumer behavior, and as well the Chinese contract law.

### 2. Doing Business in Europe

This course will give students guidance for doing business in Europe. Students will learn to approach the European market and think from a European perspective, analyzing the European market, supply chain management, cultural diversity, business processes, and consumer behavior, as well as European contract law.

### 3. Doing Business in North Africa & Middle East

This course will guide students in doing business in North Africa and Middle East. Students will learn how to approach these markets, analyzing these markets, the supply chain management, cultural diversity, business processes, consumer behavior, and as well the north African and middle east contract law.



# International Master in Marketing and Sales - Capstone Project

At the end of your educational experience, you will have the chance to prove your abilities by tackling a real business challenge. Use your talent to identify opportunities and create a truly innovative strategy.

## Your own real Marketing & Sales Project

You can make the difference! Show your potential and put the knowledge acquired on your educational journey into practice. Be a company leader and choose from two main options for your final project:

## Business Challenge

Work on one of two real Business Challenges of a specific company. Choose between a Business Plan and a Marketing and Sales plan.

### Structure

To create your final project, follow the Ready, Set, Go Structure:

#### Ready

- Stage 1: Team Creation
- Stage 2: Capstone Project - Kick Off

#### Set

- Stage 3: Empowering Mentoring sessions with the Program Director
- Stage 4: Capstone Project Proposal submission
- Stage 5: Capstone Project Mentor appointed

#### Go

- Stage 6: Knowledge in Action & Individual Mentoring to each team with the Capstone Project Mentor
- Stage 7: Capstone Project Submission
- Stage 8: Capstone Project Presentation to the Capstone Evaluation Committee

## Your Practical Challenge

### Previous years experiences

Tackle a real company challenge. You can choose to be part of a small team and design an innovative business plan or define a revolutionary Marketing strategy in line with the trends and challenges of the today's global industry.



**The Practical Challenge:** Create a stronger content strategy for Unilever's web site virtual tour by creating interesting branding strategy by using unconventional tools and outside of the box thinking mind set. Company: Unilever



**The Practical Challenge:** Draw up an executive project with the Marketing Department. Company: Bayer Pharma

## Capstone Project presentation and Grading

You will present your Capstone Project to the Academic Committee composed of the Master's Program Director, and (if any) a select group of industry experts and managers. The project will be evaluated in terms of content, originality, and presentation plus a bonus for an excellent teamwork activity.

## The Evaluation Committee

The Capstone Evaluation Committee is composed of:

- The Program Director
- The Capstone Project Mentor
- Company Manager of the partner company (if applicable)

If students work on their own challenges, the committee is formed of:

- The Program Director
- The Capstone Project Mentor
- The Capstone Project Mentor of other teams with expertise in the field relevant to the project

Pre-Master	First semester	T1 Second semester Challenge	T2 Second semester Global Experience
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## The Project Presentation

Upon completion and submission of the final Capstone teamwork projects, all teams verbally explain the assignment (each member takes the floor) in front of the Capstone Project Evaluation Committee. Students can choose to illustrate their project online or on-campus; each presentation takes thirty minutes.

### Assessment:

Written report evaluation grade by the Capstone Project Mentor (team grade)

Verbal presentation grade by the Evaluation Committee (individual grade)

### Final Grade

An average of Written report and Verbal presentation

- 1 Capstone Project Kick Off**  
3h of Intro to Capstone Project by the Program Director, scope, attempts timetable, purpose, objectives.
- 2 Team Creation**  
Min 3 people / Max 5 people
- 3 Capstone Project Proposal: Submission on BlackBoard**  
3h of Capstone Proposal Discussion with the Program Director. Q&A and feedback.
- 4 Program Director Mentorship**  
The Program Director based on the Capstone proposal assigns on BlackBoard the Capstone Project Mentor to each team (The Mentor is a professor from any master with the expertise in the field) 3h of Q&A and feedback with the Program Director.
- 5 Knowledge in action**  
10 hours of mentoring sessions for each team with the Capstone Project Mentor (online live + written qualitative feedback via email).
- 6 Project Submission on BB**  
Evaluation of the Written Report by the Capstone Project Mentor and approval for verbal presentation to the Capstone Evaluation Committee.
- 7 Capstone Project Presentation**  
Verbal Capstone Presentation 30 min per team including Q&A. Teams present in front of the committee composed of:  
Program Director  
Capstone Project Mentor  
Company Manager (if applicable)  
or another Capstone Project Mentor of other teams who has the expertise in the area
- 8 Evaluation**  
Individual grade to each team member
- 9 Final committee decision and Final Grade**



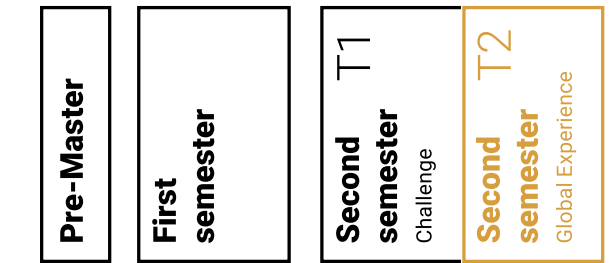
# Rome Business School International Bootcamps experiences

Hone your entrepreneurial skills and test them with the ultimate challenge: Rome Business School's exclusive Bootcamps in Silicon Valley, Paris (in partnership with SUP DE LUXE PARIS), Rome, Barcelona (in partnership with EAE Business School) and in Tuscany (in partnership with Castle Volognano), five beautiful cities at the forefront of innovation and among the most productive startup ecosystems. Take an advanced international program designed to put you in realistic business scenarios to solve and provide you with a practical way of learning and skills development, all with the professional support of tutors from top-class companies!

During the full week you will experience an intensive and fully immersive business experience, facing challenges, dealing with managers, students and lecturers, and creating your own project that will be presented at the end of the Bootcamp Experience.

Pre-Master	First semester	T1 Second semester Challenge	T2 Second semester Global Experience
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## Why Silicon Valley Bootcamp

Change your life forever: discover where the World Technology was born and grown. From microprocessors to computers, from browser to social media, from sharing economy to crypto currencies.



### Silicon Valley Bootcamp

*“The Silicon Valley Bootcamp has been an incredible opportunity to meet so many smart, talented and kind people. Both the dynamics in our group – bouncing ideas, pitching to each other project, and also the talks by experienced valley brains would remain a great memory and a foundation for future endeavors”.*

Alexandrina Pankovska | International MBA



## Why Paris Bootcamp

The challenge is how to combine creation and management in a luxury house as in all types of companies.



### Paris Bootcamp

*“Thanks to the bootcamp I had access to exclusive places that I could not have visited as a tourist. One of the most interesting things is that I got a chance to observe how my colleagues, from different nationalities perceive luxury, and so now my mind is more open about it”.*

Mayra Rada | International Master in Fashion Management



## Why Barcelona Bootcamp

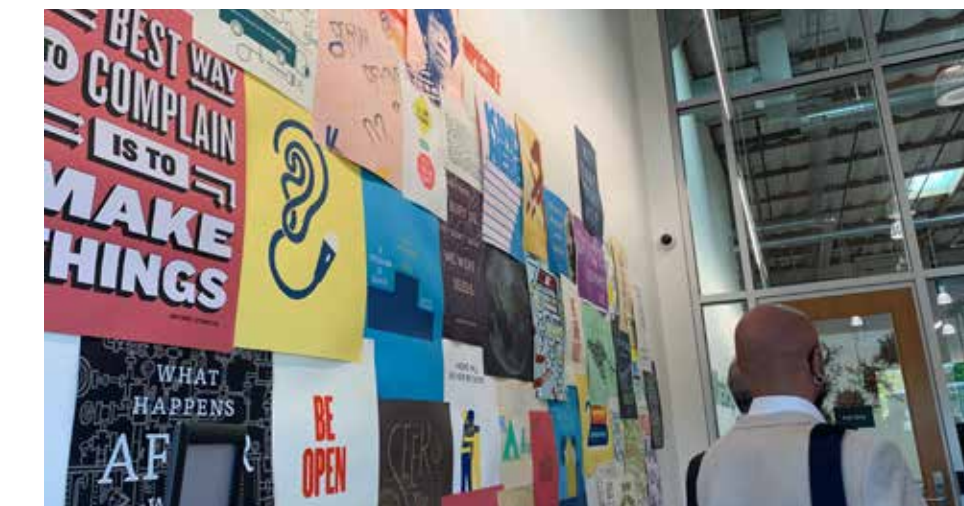
Develop a completely new business idea through the Google Ventures Methodology: The Design Sprint. How innovation and entrepreneurship are leading the change of the global market.

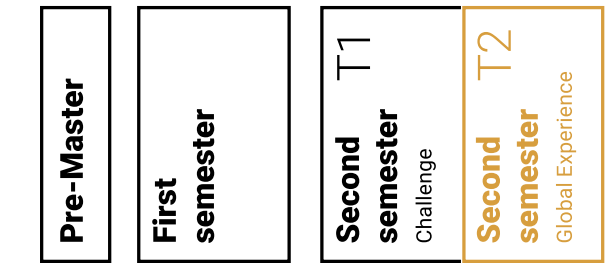


### Barcelona

*“It has been a very enriching experience, we’ve learned a lot we’ve gone from the theory part to actually work on teams and coming up with a solution to a problem that was presented to us. It has been a great experience to work with different people, get to know new people you don’t usually know at school, working with people from different background and cultures, get to know different ideas, listen to each other and arrive to a good solution at the end with everyone’s input”.*

Fernanda Cantu Llantada | Global Master in Marketing & Sales





## Why Rome Bootcamp

The aim is to mix together contents and network to become leaders in the strategy of your current or future company.



### Rome Bootcamp

*"I decided to come as I want to progress my career into leadership so that's why I decided to come. So, there's been lots of teamworking skills happening here, which is really great to take into any role you're going to go in the future. Also, my particular favorite so far has been the corporate social responsibility. I work in social media, so that's something that's really important for my job role and any job roles that I will have in the future as well. Meeting new people, seeing new sights. It's been a great experience".*

Lucie Simon | Master in Digital Marketing at Tesside University



## Why Tuscany Bootcamp

Experience Italy through a native person's perspective by a cultural exploration and understanding of not only the process of winemaking, but mostly the convivial importance of food and wine.



### Tuscany

*"I am overwhelmed by how much I'm learning and my mind is expanding. Not just from the technical aspects of how how different wines are made and processed, and what a consortium does, but also listening to other students' (from different parts of the world) perspectives on food, beverage and culture and what brings them to Tuscany".*

Ching-Mei Chen | International Master in Tourism and Hospitality Management



## Why Doha Bootcamp

Discover and develop unique opportunities to grow in a dynamic environment with a traditional yet modern approach to business.

## Why Lagos Bootcamp

Don't miss the opportunity to learn how to do business, generate growth as a socially responsible leader and discover the giant of Africa.

# 03 \_\_\_\_\_ Your Professors

# An International Leading Team

The students will be guided by experts throughout every step of the International Master in Marketing and Sales.

Your progress along your professional path will be guided and steered by an ever-growing number of professionals, including high-level managers of the Corporate Advisory Board and an extensive team of international academic professionals.



## Corporate Advisory Board

The Corporate Advisory Board embodies the spirit of collaboration between the academic world and the real management sphere by becoming one of the key players in the Quality Assurance Process, the process of continuous improvement of the Rome Business School's range of Management Training programs.

Composed of **91 Leaders, Managers and Professionals** from key areas of National and International Businesses, through the Corporate Advisory Board, Rome Business School activates a process of continuously updating its training programs, relying on numerous business interactions and inputs provided by the members of the committee in the annual meetings and discussions with the school.



**Umberto Galimberti** | Italian philosopher  
**CAB Day 2022 Speech**

## The Advisory Board Method

**Guide the Business School in defining the best strategy** in order to ensure continuous improvement in the quality and innovation of management training.



**Improve the training offer** of managerial training programs based on the real needs of the labor market.



**Collaborate with representatives of major multinational and national companies** for synergies of great value both for the academic world and for the corporate world. By promoting research and business with the support of professionals from different companies, the Advisory Board promotes the research and analysis of key business processes such as: Finance, Logistics, Marketing, Sales, Communication, Human Resources, Management Strategy and Project Management.



**Having representatives of leading companies** in the market who guide and support RBS and allow the school to improve the key skills and knowledge of the training offers proposed by RBS.

## Some of our CAB Members

**Alberto Matrone**

**Vice President, Western Union**

HMD Global



**Valeria Santoro**

**Country Manager**

Stocard



**Daniele Maver**

**CEO**

Jaguar Land Rover



**Giampaolo Grossi**

**CEO**

Starbucks Italia



**Marco Pesaresi**

**General Director**

Ferrarelle



**Alessandra Sibillo**

**Senior Brand Marketing Manager**

Bulgari

BVLGARI

**Carlo Rodomonti**

**Marketing Manager**

Rai Cinema



**Federica Vaccari**

**Head of Customer Vale,  
Management Multiproduct**

Vodafone Italia



**Cristina Papis**

**Head of Public Relations & Social Media  
Corporate Communications Europe**

Sony

SONY

**Massimo Di Genova**

**Senior Sales Manager**

Nokia

NOKIA

**Paolo Romano**

**Commercial Director**

Sky Italia



**Massimiliano Cariola**

**Head of Marketing**

Porsche Italy



**Giuseppe Betrò**

**Commercial Development &  
Effectiveness Manager**

Pfizer



**Franco Stivali**

**Head of Innovation**

Ferrovie dello stato Italiane



**Salvatore Ballone**

**Business Development Manager**

Expedia Group Media Solutions



**Ruggero Toniolo**

**IS&T Director**

Louis Vuitton



**Alessia Cristaldi**

**Data Strategy & Artificial  
Intelligence - Sales Executive**

Microsoft



**Ernesto Martinelli**

**Head of People Empowerment**

Enel



**Vittorio Maria Carparelli**

**Manager Assistant, Colleague  
Market Partner UK and Europe**

American Express



**Carolina Profilo**

**Head of Marketing and Development**

MAXXI



# International Faculty

Our lecturers are select international academics and disruptive executives who apply their skills and knowledge every day to achieve their goals. You will benefit from the experience of professionals currently working in the field for leading national and international companies, bringing their emerging insights from real business cases.

The **Rome Business School teaching method** is designed to ensure the acquisition of theoretical and practical know-how in order to transfer truly useful competences that foster professional development. The faculty works together with the Advisory Board and the Academic Management team to ensure that the programs are constantly updated and easily transferrable to the professional world.

Rome Business School faculty is composed by over 200 professionals and academic profiles who share a single, unique approach to training, characterized by an international, interdisciplinary and collaborative perspective. 91% of our lecturers combine teaching with their professional role and actual career, in different areas of the international business market. They blend academic rigor with the application of different tools, techniques and methodologies to enhance the student's paths, implementing their profile to be in line with the job market right from the start.

213

Lecturers and professors

91%

of them currently work professionally in the field as industry experts, consultants, entrepreneurs, managers, and practitioners

16%

of them are academic professors

59%

of them are international

41%

of them are Italian



# Your guides

## Master in Marketing & Sales Program Director



### Francesco Landolfi

Francesco Landolfi has matured his entire professional career by developing and managing innovative and high-tech projects in two main sectors: Information Technology and Healthcare. Francesco has held various managerial positions in Sales & Marketing in multinational companies such as Microsoft, IBM, Baxter.



Rome Business School's faculty includes consultants, executives and senior advisors with international careers, with business experience in both private and public companies. Many among them are also program directors of the master's reference offered by the Rome Business School.

## A World Class Faculty Marketing Management

### MAURIZIO DI DOMENICO

Manager specialized in the negotiation and management of Commercial Networks, with consolidated experience in the Air Transport and Industrial Construction sector. He is one of the first Italian Managers whose CV has been certified by RINA Services and sponsored by FEDERMANAGER. In the last 32 years he has carried out managerial activities, including 19 years in Alitalia, managing negotiations in almost all European countries, in many Asian and South American countries, and in the USA. He currently follows SMEs Business Development projects in Europe and the United States, as Export Manager. He is Senior Partner of Ambire, a consulting agency.

### CAROLINA EUGENIA CAPPABIANCA

Graduated at 21, she began her career in Mktg. Mgmt. by J&J, first and then in Unilever. After 5 years, he moved to the multinational agency DMB & B, where he grew up, becoming an executive when she was 29 years and leading the P&G accounts, and TWA, in Italy, with business growth results; then in Europe, directing the Oral Care (P&G) team and defining a new brand equity, adopted in the USA; then in the USA and Latin America, as Regional Group Acct. Dir. On Pampers (P&G). He returns to Italy, as Business Unit Dir. At Y&R, directs a cross-functional team, on the international accounts Ford, Colgate, Kronenbourg and Tourtel. At 36, he founded Market Energy, a marketing and direct communication services agency. Today, she is Partner and Founder of Connection-e, a marketing consulting agency, and Founding Partner and Marketing Director at Rising Partner International.

### MASSIMO DI GENOVA

Senior manager, sales and business development executive, digital business and innovation expert, strategic consultant with 20 years of international career gained in leading multinational companies in the ICT sector (Alcatel, Cisco System, Movenda, Nokia) on customers and vertical markets of primary importance. In-depth experience and solid track record in innovation-driven revenue generation, business development, strategic planning, and managing large and complex deals across multiple markets and regions. He is currently Sales Manager at Nokia Enterprise.

### ANDREA CICERI PHD

After obtaining a PhD in neuromarketing and consumer psychology, he founded SenseCatch. SenseCatch is an innovative consulting company specialized in neuroscience and human behavior, where expertise in fields like marketing (web, product, packaging, shop, advertising&communication, branding, entertainment), human performance (soft skills, sport and job performance, wellness, personal empowerment, biofeedback), education and

health&safety, helping companies to improve their business. He works to enable companies the access to detailed, accurate and more and more objective market and human behavior data.

### GERARDO GRASSO

Manager - Digital Field Marketing, Destination Marketing, Projects and Advertising, at Marriott International, where he is responsible for the design and execution of destination marketing projects for the Southern European region. It deals with the planning, execution and monitoring of digital advertising campaigns.

### SANDOR WILEMS

Head of International Business Development at BIMcollab, a software provider, the company issue management and model validation software to help the international building industry optimize BIM workflows. BIMcollab® is a brand owned by KUBUS, a software company located in the Netherlands Europe. KUBUS offers BIM solutions for Design & Build in the Benelux only and is exclusive distributor for GRAPHISOFT. BIMcollab / KUBUS advocate openBIM and service close to 100.000 international customers in the construction industry from offices in Eindhoven, Amsterdam (Netherlands), Hasselt (Belgium) and Belgrade (Serbia).

### ALESSANDRO FIORENTINO

Senior professional with 30 years of work experience. Has worked in large organizations (Deloitte, Trenitalia - Italian railways), small start-ups, and family owned businesses. Skilled in strategic management and business planning, service marketing, business development, sustainability, organizational design and capacity building. Has direct work experience in hospitality, tourism, spa and wellness, travel, railway operations, asset management, corporate governance. Lectures at different educational institutions. Geographical areas of work experience: Italy, West Europe, Africa, Asia.

### ANDREA DI PAOLA

Vice president Sales Marketing at Essity, leading global hygiene and health company, where he's been working from 10 years. Former Supply chain Manager at P&G.

## Human Resources Management

### ANDREA MONTUSCHI

With over 20 years' experience in the field of HR consulting and organizational climate, Andrea's main areas of expertise revolve around measurement tools (survey design, management and interpretation) and consulting (qualitative in-depth analysis and action planning). He spent the early years of his career between London and Paris, moving back to his home country, Italy, in 2003. Over the last decade, Andrea has cultivated an interest in creativity and innovation, becoming an experienced facilitator of Creative Problem-Solving and Lego® Serious Play®, among other techniques.

### VERONIKA SCHMID

Veronika started her career as a Consultant at IBM (Italy) and worked in several industries, such as Finance, Energy, Defense and Intergovernmental Organizations. She founded her own Human Resources Consulting Service provider in the Middle East that focused on personal skills. Several years ago, she moved to Washington DC, where she graduated from the Georgetown University Leadership Coaching program and founded 2ndStep, focusing on Leadership Coaching. Over the last 15 years, Veronika has been intensely committed to her personal and professional development and using her extensive experience to serve her clients the best. She has lived and worked in 8 countries in Europe, Africa, the Middle East, and North America.



### FABIO PISI VITAGLIANO

Fabio is an ICF certified Corporate Coach. He has an MBA from IE Business School and a PhD in Philosophy. He has worked as a Corporate Trainer and Strategy Consultant at Accenture for several years. He is also an Adjunct Professor, teaching different subjects within the HR area.

### KATJA HANSEL

She is a founder of Global Dream Lab Ltd in Dublin, Ireland, and the Aura Coaching Academy in Rome, Italy. She is a Business and Team Coach and a Motivational Trainer and has been an entrepreneur for over 15 years. She has a degree in Communication from the Universidad Complutense Madrid, Spain.

### MARTINE MINNECRÉ

Martine Helene Minnechré is a specialist in International HR Management and employment-related legal issues. After over 12 years working for two of the Big Four consultancy firms, a boutique law firm in Brussels and the UN World Food Program as a legal expert in this field, she started her own consultancy business in Rome, providing consultancy services to small and medium-sized organizations. She has a Master in Employment and Social Security Law and a Master in European, International and Comparative Law.

### LOTTA ANNA RASMUSSEN RAIBLE

She has worked in the Human Resources Division of the United Nations World Food Program in Rome, Italy, and for the Human Resources Division of the Swedish International Development Authority in Stockholm, Sweden. She was the Human Resources Manager at the International Plant Genetics Resources Institute at its Rome office for seven years and was responsible for the development and implementation of HR policies and procedures and the oversight of human resource management for the institution and its employees.

### EMILIANO MARIA CAPPUCCHETTI

HR Director of Coca Cola Italy. An experienced Human Resources Director with a proven history of working in the Food & Beverages industry. Skilled in

HR Consulting, Coaching, Deferred Compensation, HR Policies, and Organizational Design. A strong human resources professional graduated from IMD Business School. He worked as the HR Director of Peroni Brewery and Head of Commercial HR at Vodafone.

### MASSIMILIANO PRESUTTI

Massimiliano is the Founder and Executive Director of Disclose. He is certified as an EQAC Assessor and Emotional Quotient Practitioner (EQP) and is a professional HR Consultant and Certified Coach. He has worked for 12 years at Pfizer as the Head of Commercial Training & Development Team Leader for Europe. He has a Bachelor Degree in Law.

## Business Leadership in the Global Age

### MARSHALL LANGER

A native of Miami, Marshall had a 12-year career in various commercial and financial sectors in the US and Europe, worked on Wall Street in investment banking and risk arbitrage for companies like Donaldson, Lufkin & Jenrette, as well as trading for BNP Paribas.

### DAVID POLLON

A lecturer on Economics, Statistics and Finance since 2003, he currently teaches at the Universities of Rome, Paris, Grenoble and Casablanca. He previously worked as the Finance Director for the Walt Disney Company.

### CHENTOUF NAWEL LEILA, PHD

Dr. Leila Chentouf, has a doctorate in economics from the University of Paris X. She also has a Bachelor Degree in Economics from the University of Oran in Algeria and a Master in International Economics and Finance from the Paris X Nanterre University in France. Dr. Chentouf is an expert in international cooperation with MENA countries and has extensive experience working with and for the European Commission. She is a diplomatic representative to the United Nations. Dr. Chentouf

teaches Economics at several universities and business schools. Additionally, Dr. Chentouf acts as a Business Developer for the continued expansion of educational operations overseas.

### DANIELE MAVER

He started his professional career in 1984 at Ford Italia before moving to Nissan Italia, providing support for the the startup and development of the National Sales Company. In his twelve years at Nissan, he held several roles, including CFO and Sales & Marketing Director. He also started up the new Captive Finance Company, working as the Managing Director for 4 years. In 2002, he took on the role of Managing Director at Ford Credit, the Financial Company of Ford Group. Since May 2007, he has been the President and Managing Director of Jaguar Land Rover Italia. He has an MBA from the Bocconi School of Management.

### JOSEPHINE LUZON, PHD

PhD in Business Administration from the University of Phoenix. She is the Finance Manager at Bioversity International. She also teaches at the American University of Rome and John Cabot University.

### RAFFAELE MANNELLA

Over 26 years' experience as an Export Manager, Entrepreneur and Project Manager. In 2005, he co-founded Comtaste SRL, an IT consulting company of which is still the CEO, mainly taking on strategic projects for the company and directly managing key clients, which include several multinational companies, such as Adobe, Google and HP. In 2019, he founded TS Mood SRL, an innovative startup specializing in online booking services for the tourism industry. He has a Master with honors in Economics and Business from the Università La Sapienza, Rome. He is also PMP® Certified.

## Design and Cultural Business Management

### MAX ZARA STERCK

Max Zara is a womenswear designer who values the artistic necessity in fashion, as well as the importance of durability in design. Her work is reinforced by collaborations which allow her to highlight the wearability and movement of her designs. Before she started her own brand, she worked as a designer at well-known luxury labels like J.W. Anderson, La Perla, and Alexander McQueen and helped build up the sustainable ready-to-wear label ZILVER. Alongside her own projects, she works freelance for high-end luxury labels in the development of design, textiles and sustainability.

### MICHELA BONAFONI

Michela is a FASHION TREND RESEARCHER for the most important brand of Wella Hairstyling, MITU CREATIVE HAIRSTYLING, where she works with the creative management team. She has an MBA in Fashion Marketing and Communication from Central St. Martin's College in London and has a background in the science of fashion and costume.

### FABIO SISTI

He has worked for 7 years in visual merchandising (indoor/window), 3 years in the visual area (Asia/America/South Africa/East and North Europe), and 2 years in creative window design. He has worked on soundtracks for movies, advertising and TV series. The companies he has worked for include H&M and 7camicie.

### MAJORIE BIAWA

Fashion and Luxury lecturer with over 10 years' experience working in the fashion industry. She has a Master in International Marketing and has worked as a MULTIBRAND BUYER – LUXURY FASHION, HOME INTERIOR for the H&M Group, as well for YOOX.com for over 4 years as an International Buyer, and for Marc Jacobs as a Wholesale Coordinator Network Developer, and Stock Manager.

### ROBERTO MAZZEO

Adjunct Professor at the Rome Film Academy (Copyright & IP Law), he provides comprehensive daily legal assistance to a multinational pharmaceutical company. Passionate about start-ups, blockchain and new technologies, his specializations include fashion law, e-commerce contracts, consumer protection, terms and conditions, media agreements and entertainment: production, publishing, management, sponsorship, and social media. The companies he has worked for include DONG & Partners Law Firm, Eli Lilly and Company, and the Presidency of the Council of Ministers.

### CAMILLA CARREGA

Camilla Carrega is a Professor, Owner and Chief Operating Officer of the luxury Castle Volognano, and a senior consultant for branding and communication strategy for Food Beverage companies. Volognano is also a farm that still produces young and aged wines, IGT Chianti Colli Fiorentini, grappa, extra virgin olive oil and vinsanto, as well as reselling these products and other specialties from the surrounding area. With a Bachelor Degree in Viticulture from the University of Florence and a Master in Oenology, she has worked as a Wine Instructor, Wine Department Chair and Academic Coordinator of Food and Wine Studies at the Apicius International School of Hospitality in Florence, traveling several times to the USA to promote the Italian lifestyle through food and wine, collaborating with the James Beard Foundation in New York and several American universities.

### ISRID VAN GEUNS

Isrid Van Geuns has been employed as a design and product manager for many years and was involved in several successful enterprises in the fashion and retail industry. In 2009, she founded her company, a concept and platform in which she connects and advises people and activates projects in the fashion and retail industry. Isrid works as a recruiter and headhunter for a wide variety of national and international fashion brands, specializing in a high-fashion and luxury segment of the market.

**CLAUDIA MAYER**

Drawing on 11 years' experience of international marketing, business development and sales experience, Claudia is a specialized coach, speaker and trainer for creative companies. After graduating in business administration at the University of Innsbruck, Claudia has spent the majority of her career in the creative industries, including lighting and architecture. She has worked on regional and international projects for Zumtobel Group in Europe and Asia and has been based in Guangzhou, Singapore, Dubai and New Delhi. After 2 years working at the architectural firm UNStudio in Amsterdam, she founded Coaching by Claudia to support creative companies, business owners and professionals in their entrepreneurial, business and career development through sparring and creative visualization.

**DANIEL LUACES**

Fashion Executive Advisor, Product Developer and Product Manager in the Fashion Industry. He has worked in Barcelona at the Inditex Headquarters for the brand Massimo Dutti as a Fashion Buyer and Merchandiser. He currently works as a Fashion Consultant in Milan. He has a Master in Fashion Management.

## Finance and Business Administration

**SVEN MOOS**

Senior advisory capabilities provided to clients undertaking major capital events. Over 30 years' experience in structuring and managing complex corporate finance and M&A transactions. He is the founding partner of FMN Corporate Advisory, a firm providing project finance advisory services to project developers and owners in the renewable power generation sector. We focus on dispatchable CSP and PV technologies. He is also the partner/owner at Cherax Advisers, and Chairman of the Board of Trustees at the Aplastic Anaemia Trust, as well as a private investor in residential real estate.

**SAMARA POWELL**

Samara is a senior financial advisor with over 15 years' experience in the financial and banking world. She currently works as a Senior Advisor, Deals-US Desk at PwC Spa. She is also a Managing Director at United Crest SRL in Milan. She co-founded a consultancy firm with Sir Ronald Grierson to provide a European-based, cross-border corporate M&A advisory service for select clients, including qualified funds and sophisticated family-owned businesses. She has also worked for Utama Banking Group in Malaysia as a CEO.

**HANADI TAHER**

Dr. Hanadi Taher has a PhD in Monetary Finance and International Economics. She is an Associate Professor of Economics in the Faculty of Business Administration at Beirut Arab University. Her research interests include areas in Monetary Finance and Economics. She has published multiple review journals, and has had various papers accepted by many conferences.

## Project Management And Data Science

**EROS MANZO**

Senior Project Manager with more than 10 years' experience in planning, management, coordination, monitoring and evaluation of large-scale International Development Projects, well familiar with EU Instrument Pre-Acquis (IPA); European Development Fund (EDF); European Neighbourhood and Partnership Instruments (ENPI) procedures. He is currently a senior project manager at AGROTEC SpA. His area of expertise is Business Development supporting governmental institutions in the implementation of development programs by giving them technical assistance, and scientific and analytical equipment, focusing on consultancy services for participating in international bids and tenders (EuropeAid and the World Bank).

**ANGELO CAUCEGLIA**

Angelo Cauceglia MBA is a project manager with significant working experience in the Middle East and South America. Over the past few years, he had the chance to develop a deep understanding and remarkable results in large-scale organizations dealing with complex multicultural environments. He has worked as Project Configuration Manager at Astaldi S.p.A. He also worked for Manens-Tifs S.p.A. –Riyadh, Saudi Arabia, as the Project Control Officer.

**VIVIANE ARAZI**

IT Program Manager, specializing in large-scale global program in the sectors of Consumer Goods, Government. Waterfall approach applied to infrastructure and end-user computing projects, as well as Agile approaches, Scrum, DevOps, Test-Driven Development, Continuous Improvement / Continuous Development, which he has applied for Software Development projects. Viviane is PMI Certified and also has extensive experience in setting up Program and Project Management Offices (PMOs). She has also worked for DXC Technology and HEWLETT PACKARD.

**CANIO MANCANIELO**

Canio Mancanielo MBA works as a Project Manager at NTT Data Italia. He has a Bachelor Degree in Computer Engineering from the Politecnico di Bari and a Master in Computer Engineering, specializing in Artificial Intelligence, from the University of Rome La Sapienza. He has also worked as Project Manager and IT Consultant at Ericsson for more than 4 years.

**CRISTIAN NAPOLI**

Christian Napoli PhD has been as Associate Professor with the Department of Computer, Control, and Management Engineering "Antonio Ruberti", La Sapienza University of Rome, since 2019, as well as Scientific Director and co-founder (2015) of the International School of Advanced and Applied Computing (ISAAC). He got a Bachelor Degree in Physics from the Department of Physics and Astronomy, University of Catania, in 2010, where he also got a Master in Astrophysics in 2012 and his PhD in Computer Science in 2016 at the Department of Mathematics and Computer Science. He received the National Scientific Award as an associate professor in Computer Engineering (2017) and Computer Science (2019).

**FABIO REBECCHI**

Entrepreneur with 25 years' experience in the ICT industry, with a special focus on data, AI, industrial research and project management. Fabio is currently an Open Group Invited Expert at the Data Scientist Profession Working Group, focusing on defining the Data Science Body of Knowledge, as well as a Board Member for the Data Scientist submissions and a Master Certified Data Scientist. Fabio is also the CEO and owner of Accademia Domani, a MOOC scale-up, and an international startup advisor and investor, and co-founder of ScaleFoundry, an Amsterdam based startup accelerator. Fabio is also an agile practitioner and an Expert Scrum Master.

**CHIARA CARUSI**

Chiara is a Data Scientist and currently works as a Project Lead at the Ministry of Economy of Italy, where she has also worked as well as a Data Analyst. She has a PhD in Electronic Engineering, a Master in Control Engineering and a Bachelor Degree in Computer Science.

**LORENZO MIOZZI**

Senior Consultant in Blockchain currently working for HSPI. He is also a Co-Founder and Project Manager of Own Your Business, providing solutions for data validation in blockchain, without sending information to third parties. He has also worked as a Project Engineer for IETY - Inventive Engineering & Technology. He has a Master in Mechanical Engineering from La Sapienza University of Rome.

## Specific Sector Management

**VALERIO MANCINI**

An International Relations expert with experience in the development and management of several projects related to transnational crime prevention and the fight against terrorism and drug trafficking with international organizations, in particular with the United Nations (UNODC and UNICRI) and the OECD. He has worked on Italian diplomatic missions abroad as a consultant/project manager for the development of social projects related to crime prevention in Latin America, as export manager for public and private sector and as a university assistant. He previously worked as an Operational Support Officer at the MAOC (N), the Maritime Analysis and Operations Centre Narcotics based in Lisbon. He was also Secretary General of the association BluAction.org (linked with the UN SDGs) and, at the same time, collaborated with various research institutes in Italy and abroad, as well as working as a reporter for the Colombian newspaper El Espectador. He is author of several articles and scientific publications in Italy and abroad. He is a reporter for the Colombian Radio network Un Análisis (Universidad Nacional de Colombia), an export manager/consultant for Italian private companies and International development advisor for the International Academy for Security and Defense.

**NICOLETTA ROMANAZZI**

A Mental and Sports Coach Certified by SFERA, with a Master in Neuro-Linguistic Programming, specializing in Problem-Solving, Communication and Strategic eCoaching. The Founder of Respiro, a foundation focusing on mental coaching, and Co-Founder of Scuola Skills, a meta-techniques lab.

**CLAUDIA SCHININÀ**

A Communication and Media expert and advocate of world sustainability. She works mostly in Italy but has had collaborations in the UK, with Procter & Gamble, and in France, with BNP Paribas. She currently works in Corporate Social Responsibility, the objectives of which include putting CSR at the heart of banking and the financing/investment sector.

**ALDO TORCHIARO PHD.**

An expert in Political Communication and professional journalist for 15 years. He has been Editor-in-Chief of magazines and a TV anchorman for national TV channels. He now works in new media, social media, campaigning and lobbying for politics as the Head of Media and External Relations for public institutions, political parties and foundations. He currently works as a Senior Media Relations Manager at Spencer & Lewis in Rome and has also worked as a Media Relations Officer at DOL. He has published papers with Rubbettino, Ebook, and many more.

**LOREDANA LUZZI**

Bachelor's Degree in Law, qualified to practice as a job consultant and civil mediator. Top executive of public administration (local authorities). 2000 to 2006 – Manager, Head of Healthcare Planning and Program Structure at the Directorate of the Lombardy Region. 2006 to 2007 – Administrative Director, ASL Lodi. 2008 to 2015 – Administrative Director, Garbagnate Milanese Hospital. 2016 to 30th November 2017 – Social and Health Care Director, ASST Great Milan Hospital GOM Niguarda, Milan. Extensive experience in the healthcare sector, as a member of ministerial and regional working groups, increasingly in the healthcare sector. Co-author of newspaper articles concerning organization, ICT and human resources planning in the healthcare sector. She was involved in the development of the ECM

program - CPD (continuing medical education and continuing professional development) in the health sector and the implementation of the Lombardy Cancer Network. Member of Priority Group in the Health Technology Assessment Plan - HTA - of the Lombardy Region. Member of National Committee for Remote Medicine.

**DANIELE ROSSI**

Bachelor Degree (cum laude) in Statistics and Economics from the Università degli Studi di Roma La Sapienza and PhD from UCLA in Los Angeles. He is the Delegate for Research & Innovation at the Confederation of Farmers (Confagricoltura), Secretary General of AgroNetwork, Chairman of the Research & Innovation Working Party RES in Copa – Cogeca (Brussels). He was previously the General Director of Federalimentare (Italian Federation of Food & Drink Industry – Confindustria).

**CHIARA SATTIN**

Bachelor's Degree in Tourism Economics. After a long time as the Director of the Commercial Department in a company, she came back to her farm and, since 2007, she has been a farmer (zootechnics, forest care, energy, cereal production, and recently farm holidays). Since 2015, she has been the Delegate for Innovation in Agricultural sector inside Giovani di Confagricoltura - ANGA.

**STEFANO BISOFFI**

Scientific and Technical Director of CREA (Council for Agricultural Research and Economics, Public Research Organization in Italy) 2004–2007, 2013-2017; Director of the International Relationships Unit of CREA (2012-2013) and Information Systems Unit (2008-2012); President, Permanent Executive Committee, International Poplar Commission, Statutory Body of FAO (2000-2012); National Representative (alternate) in the Horizon 2020 Program Committee for Societal Challenge 2 "Food Security, Sustainable Agriculture and Forestry, Marine, Maritime and Inland Water Research and the Bioeconomy" (since 2013).

**SIMONA PICHINI**

Pharmacotoxicologist. Head of the Analytical Pharmacotoxicology Unit at the National Centre on Addiction and Doping – National Institute of Health. Coordinator of National Early Warning System on New Psychoactive Substances. Member of National Ethical Committee on Clinical Trials and Independent Research. Principal fields of research: Pharmacokinetics and toxicokinetics of drugs of abuse and doping agents in conventional and nonconventional biological matrices and clinical outcomes; maternal and neonatal biomarkers of prenatal exposure to drugs of abuse and alcohol. Author of more than 270 peer-reviewed scientific publications and book chapters.



*\*Master and faculty are subject to change*

# Marketing and Sales Students

Rome Business School's learning environment goes far beyond the classroom. The campus is a multicultural community made up of international students, teachers, professionals, entrepreneurs, and staff.

Over the course of **International Master in Marketing and Sales**, you will work and exchange ideas with students from more than 150 different countries, getting the chance to meet men and women with different backgrounds and experiences but with the common purpose of achieving their life goals. You will broaden your ambitions and expand your talent and future opportunities by being connected with the best business practices from all around the world.

## Rome Business School's International Master in Marketing and Sales

The Master is designed for people who are ready to step out their comfort zone to start creating, innovating and finding solutions to take action:

**A** **Young professionals with specialist backgrounds** who wish to acquire general management experience to progress in their careers.

**B** **Young Professionals who want to be fully prepared to the job market** learning and acquiring knowledge usually learnt in 2+ years of working experience, being able to have an edge compared to their peers.



**Professional Background**  
35% Economics  
29% Humanities & Social Sciences  
16% Engineering  
7% Others  
6% Sciences  
4% Law  
3% Health



**Nationalities**  
47% Italy  
38% Europe  
8% North America  
5% Latin America  
2% Asia



**Gender**  
54% Men  
46% Women

35

Number of Countries Represented

29

Average age

# 04 \_\_\_\_\_ Return of Investment (ROI)

# The Smartest investment

When you do a Master, you invest time and a great deal of hard work. We work to provide you the highest standards of excellence in the professional education.

## ROI

An international experience that will enhance your talents, guaranteeing you the very highest return on your investment (ROI). Discover training programs that ensure you to acquire the maximum level of professional skills, but which also reward your efforts with personal growth, talent empowerment and the motivation to achieve something that truly matters to you.

A Rome Business School Master will boost your career opening you a lots of doors in your professional future. During the program we keep high the contact and network with the business community, finding always new job opportunities, growing the professional choices, deciding to pursue with a multinational career or an Entrepreneurship experience.

## International Master in Marketing and Sales

Before the starting of the Master	29,600.00 €
After 3 months	32,000.00 €
After 6 months	37,600.00 €
Currently salary (1 year after Master)	38,000.00 €

**+28%**  
Salary Growth

The salary of our students that take an International Master at Rome Business School keeps on increasing, compared to before starting the Master.

## Recruiting Sectors

Healthcare	Data Industry
Media & Entertainment	Banking / Finance
Telecommunications	

**97%**

Placement Rate

**70%**

of our students manage to increase their salary after completing their Master – +3% compared to 2021

**67%**

receive new employment offers – +3% compared to 2021

**70%**

of our students get a job within 6 months of finishing their Master program

**43%**

of our students are employed in a multinational company

**69%**

of RBS alumni work outside Italy

## Top recruiters



## Digital Angels

“On the occasion of the Career Fair organized by the Rome Business School, we welcome the opportunity to meet a dynamic, inclusive and international reality that has numerous talents. From the interviews, students’ enthusiasm for the programs and activities organized by the RBS emerged, focusing on the practice and hot topics of the current professional”.



# Career Services

Define your career path, develop a strategy, hone your self-presentation skills, and sharpen your CV.

Access exclusive online tools including a job portal, expert mentoring, consulting training, career targeting, and presence optimization. We provide everything you need to fulfil your aspirations, helping you make the most of your knowledge and unique capabilities. We strive to give a hands-on focus to every one of our courses, not only by teaching, but also guiding, counseling and providing real, tangible and useful knowledge, that can be readily applied to the business world.

## Create your own way through our Career Services

The future is in your hands. Use your passions as a starting point and carve out your own path. Throughout your International Master in Marketing and Sales, you will be accompanied and supported by our Career Services team. With over 10 years' experience in education, we help young talents to build their future, guiding them along the path that best suits their capabilities, desires and professional goals. In addition, we have structured an internal Corporate Advisory Board to make contact with managers from leading companies and build the perfect network solution for our students' placement.



Our Career Service programs are divided into two core areas:

### Occupational Pathways

- Career Starter
- Career Advancer
- Career Propeller

### Entrepreneurial Pathways

- RBS4Entrepreneurship
- Independent Employment | GIG Economy

When we think of careers, we think of distances, goals, and achievers. Those who go the distance to reach a goal, the goal they set for themselves, and thus become the creators of their own success.

Crossing a finish line requires perseverance, effort, commitment and a team to accompany you along the way. Your professional career is not a race for time, it is a long process and for life that requires dedication, support and enthusiasm.

At **Rome Business School**, we accompany you on the path you choose to take in your professional career. Together with you, we analyze your objectives in order to develop the route that will lead you to achieve them. We accompany you, we motivate and provide the tools to make your journey go as far as you can dream. Together we will form the team that will take you to cross as many finish lines as you draw for yourself.

### How do we do it?

Professional processes are not one-size-fits-all. For this reason, we have designed several routes for different professional moments.

Through a detailed analysis of your background and your future prospects, we will help you choose the route that best suits you and you will have a team of specialized professionals to advise you throughout the whole process.

the journey. Our advisors will give you the tools you need to reach your full potential and achieve the professional advancement you are looking for.

Each route can be personalized to design a unique learning path, like your fingerprint. Because your future is yours alone and you are the one who sets the destination.





# Occupational Pathways

1

## Career Starter

This route is for students that are looking for:

Entry into the labor market

New job opportunities

Development of specific competences

Improving key skills

Networking

The path is designed for young professionals who, despite having achieved their first objectives and degree, look ahead and face new challenges, searching their first job position and with which to test their talents and knowledge.

Throughout this pathway students will delve into subjects and skills development that may be useful and necessary both in their current pathway and in the future.

Students will be guided and reach their objectives thanks their personal effort, the advice of our team of professionals and the other students themselves who are competing to reach the same goal.

Together they will be able to create a networking bubble that will help them get there.

2

## Career Advancer

This route is for students that are looking for:

Professional improvement; promotion and/or increased responsibility

Development of specific competences

Improving key skills for current role

Networking

This is the route for those who are not waiting for the moment, but go looking for their own opportunity. A path for proactive professionals who know that their progress depends on their attitude and want to feel ready for new challenges, either by enhancing the trajectory they have they have built up to now or through a change in their profession.

The team assigned to walk this pathway will analyze the student's current career to determine what knowledge and skills and competencies will be key to key to take advantage of this opportunity.

In addition, they will guide the learner to focus their potential in a role or sector in which they can to achieve professional success.

3

## Career Propeller

This route is for MBA students that are looking for:

Develop specific competencies

Improve key skills for your current role

Foster synergies in your work teams

Foster organizational culture

Innovate within your organization and implement disruptive work methodologies

This is a road to the TOP!

The definitive step a professional career with which students will become a responsible leader. This is a more specialized route for those who want to follow the more ambitious path and feel ready to take it.

Our team will help students develop the specific skills to generate the positive and transformative impact that the business world needs.

In this way, students will learn how to shape their entrepreneurial organism and to configure and lead their own team, fostering synergies between each member of the team in order to get the most out of their talent.

## Career Acceleration Program

The Career Acceleration Program will help you develop the knowledge, market insights and tools that you need to pursue a successful career in a specific industry. You will benefit from valuable connections with top companies and recruiters.



## Explore, Build, Engage, Act, Evolve

With a 5-step structure of self-reflection, exploration and achievement, the program is tailor-made to help you find internships or positions in line with your ambitions and expectations. Each step will enhance your expertise about the market, as well as specific and detailed tips to perform effectively in the very competitive recruitment processes.

We are always up-to-date with the latest business trends. Our comprehensive careers tool kit ensures you always keep fully informed, up-to-date and prepared for interviews.

### Explore

#### Understanding what works for you

At the beginning of your Academic year, you will have the chance to attend Career Services activities presentations and download the RBS Career Compass App (available starting for October Intake) where you will engage with self-exploration tests and games to better support your future career orientation choices.

#### Services & Activity

- Access to Career Compass Digital Space & **Psychometric E-Assessment**
- Diversified **Presentation Events** (Teaser & Technical)
- Access to RBS Inner Circle **Premium Club Activities for MBAs**

### Build

#### Understanding how to promote yourself

In this phase you will engage with a cycle of career development workshops building effective curricular material and personal branding. Moreover, you can book an individual counselling meeting with HR professionals who will help you defining your career goals & build an effective action plan.

#### Services & Activity

- +3 Workshops on **Career Development (Junior level)**
- **Individual Career Counselling Sessions** and access to on campus professional look corner
- **#24 Company Meetings** with Multinational entities, of which #6 delivered in Italian language
- Ongoing facilitated placement opportunities on **Jobteaser**

### Challenge 1

#### Personal Branding

Students are challenged in producing effective Personal Branding material revised & Awarded by top APL Recruiting Partners.

### Engage

#### Boosting your network

Time to start building an effective professional network and learn more about the diversity of working environments. You will attend Company Meetings, connect with HR recruiters, and learn who and what they are looking for when hiring.

#### Services & Activity

- **Access to Mock Interview & Language Club**
- **#12 Company Meetings**
- **Access to Fair Employability Programme**
- **Access to #5 Sectorial Masterclasses orientation vs specific markets**
- Ongoing facilitated placement opportunities on **Jobteaser**

### Act

#### Seizing Opportunities

You will be now ready to effectively interact with the job market - make sure you check out RBS placement opportunities through Jobteaser with ad-hoc facilitation provided by CS Advisors & don't forget to attend our digital & physical job fairs.

#### Services & Activity

- Access to On Campus and Digital RBS **Career Fairs**
- **#12 Company Meetings**
- Ongoing facilitated placement opportunities on **Jobteaser**
- Possibility to apply skills on Entrepreneurial projects opportunities on **Jobteaser**

### Challenge 2

#### Placement

Participating **Key Partners** will be challenged to provide the best interview process which will be evaluated by our students and vice versa.

### Evolve

#### Alumni - Never Stop Learning

Having successfully completed all 5 steps and mastered professional and self-orientation skills, you will be rewarded with an extra 24 months' access to continued education activities reserved for our top Alumni & School Ambassadors.

#### Services & Activity

- One yearly gathering with masterclasses & networking opportunities
- Continued Access to Fair Employability Workshops & talks
- Ambassador programme

## Career Acceleration Program

We are always up-to-date with the latest business trends. Our comprehensive careers tool kit ensures you always keep fully informed, up-to-date and prepared for interviews.

Planning, preparation and opportunity. Don't miss out on any opportunity to succeed.

### Career Accelerator

#### Explore 15%

#### Build 20%

#### Engage 25%

#### Act 35%

#### Evolve 10%

### Career Propeller

(Exclusive MPA Path - ENG)

- Access to Career Compass Digital Space. Early access to Company Meetings
- Introduction to Career Services Sessions WORKSHOP 1 Overview on national & international job markets
- X2 Advanced Workshops on MBA outlets, Innovative Cv (I-II)

- Individual Career Counseling Session
- Professional look corner

- X1 Advanced Workshops on leadership during interviews (III)
- X 30 Company Meetings a year
- Employability Challenge I

- X6 market orientation masterclass
- Employability Challenge II
- Access to RBS Talent Focus & EFMD Virtual Talent Fair
- Meeting with Head Hunter or Vertical Growth Consultant
- Access to Fair Employability Workshops & Talks
- X1 Mock Interview & Language Exchange CLUB

- Access to RBS Premium Club
- Access to Alumni Network

### Career Starter

(Fulltime OC Path - ENG)

- Access to Career Compass APP & Psychometric E-Assessment\*
- Introduction to Career Services Sessions
- WORKSHOP 1 Overview on national & international job markets

- X2 Professional Workshops Embrace your talent , (I-II)
- Individual Career Counseling Session
- Professional look corner

- X1 Embrace your Talent Workshops (III)
- X 30 Company Meetings a year
- Employability Challenge I

- X6 market orientation masterclasses
- Employability Challenge II
- Access to RBS Talent Focus & EFMD Virtual Talent Fair
- Access to Fair Employability Workshops & Talks
- X1 Mock Interview & Language Exchange CLUB

- Access to Alumni Network

### Career Starter

(Part time OC Path - ENG)

- Access to Career Compass APP & Psychometric E-Assessment\*
- Introduction to Career Services Sessions
- WORKSHOP 1 Overview on national & international job markets

- X2 Professional Workshops Embrace your Talent (I-II)
- Individual Career Counseling Session
- Professional look corner

- X1 Embrace your Talent Workshops (III)
- X 30 Company Meetings a year
- Employability Challenge I

- X6 market orientation masterclasses
- Employability Challenge II
- Access to RBS Talent Focus & EFMD Virtual Talent Fair
- Access to Fair Employability Workshops & Talks
- X1 Mock Interview & Language Exchange CLUB

- Access to Alumni Network

### Career Advancer

(Executive Path - Italian)

- Access to Career Compass APP & E-Assessment,\*
- Introduction to Career Services Session (ITA)
- WORKSHOP 1 Overview on national & international job markets

- X2 Advanced Workshops on Exe outlets, Innovative Cv (I-II)
- Individual Career Counseling Session
- Professional look corner

- X1 Embrace your Talent Workshops (III)
- X 10 Company Meetings a year (ITA)
- X1 Mid-term Individual Counseling Session

- X6 market orientation masterclasses
- Employability Challenge II
- Access to RBS Talent Focus
- Meeting with Head hunter or Vertical Growth Consultant
- Access to Fair Employability Workshops & Talks
- X1 Mock Interview & Language Exchange CLUB

- Access to Alumni Network

### Career Mover

(Specialized OL-ENG OL)

- Access to Career Compass APP & Psychometric E-Assessment\*
- Introduction to Career Services Sessions
- WORKSHOP 1 Overview on national & international job markets

- X2 Professional Workshops Embrace your Talent (I-II)

- X1 Embrace your Talent Workshop (III)
- X 30 Company Meetings a year
- Employability Challenge I

- X6 market orientation masterclasses
- Employability Challenge II
- Access to EFMD Virtual Talent Fair
- Access to Fair Employability Workshops & Talks

- Access to Alumni Network

# RBS Partner companies

Rome Business School is a professional family that connects members from different sectors, helping you to remain at the forefront of knowledge and expand your career horizons.

With an international network of partnerships and agreements all over the world and over to **400 globally recognized companies**, you will meet current and future business leaders, including recruiters, employers, colleagues and friends. Our network includes over 550 companies.



## Top 100 Partners

1.	Accenture	43.	Hermes	85.	Soho House
2.	Adidas	44.	HP	86.	Solar Power Europe
3.	American Express	45.	Huawei	87.	Sky
4.	Alibaba Group	46.	Human Value	88.	Teatro Olimpico
5.	Atrain	47.	Humangest Holding	89.	Technogym
6.	Bally	48.	Iliad	90.	The St. Regis Rome
7.	Boston Consulting Group	49.	IKEA	91.	The Student Hotel
8.	Brembo	50.	Jefferson Wells	92.	TIM
9.	Bridgestone	51.	L'Oreal	93.	Toyota
10.	Bulgari Hotel	52.	LeasePlan Corporation	94.	Vodafone
11.	Casavo	53.	Leroy Merlin	95.	VOLKSWAGEN
12.	Carrefour	54.	LG	96.	Western Union
13.	Campari Group	55.	Logista Italia spa	97.	World Food Programme
14.	Coca-Cola	56.	Luisaviaroma	98.	Whirlpool
15.	Chanel	57.	Lungarno Collection	99.	Wyser
16.	Costa Crociere	58.	LUSH. & Culture	100.	Zalando
17.	DAZN	59.	Luxottica		
18.	Digital Angels	60.	Maison Du Monde		
19.	Doc Planner	61.	Mandarin Oriental Hotel Group		
20.	Dr. Schär	62.	Manpower Group		
21.	Eataly	63.	Maserati		
22.	ECU Film Festival	64.	Marriot Hotel		
23.	Enel	65.	MaxMara		
24.	EUFIC - The European Food Information Council	66.	MAXXI		
25.	European Museum Academy	67.	Medici Senza Frontiere		
26.	European Olympic Committees	68.	Mercedes Benz		
27.	EY	69.	Michael Page		
28.	FENDI	70.	Nestlè		
29.	Ferrari	71.	NH Hotels		
30.	Ferrero	72.	Oracle		
31.	Fondazione Prada	73.	Pirelli		
32.	Fondo Ambiente Italiano	74.	Puma		
33.	Giffoni Film Festival	75.	PWC		
34.	GiGroup	76.	Qatar Airways		
35.	Gambero Rosso	77.	Ralph Lauren		
36.	Glovo	78.	Renault Group		
37.	GroupM	79.	Rocco Forte Hotels		
38.	Collezione Peggy Guggenheim Museum Venice	80.	Sanofi		
39.	Haier Europe	81.	Samsung		
40.	Hays	82.	SGB Humangest Holding		
41.	Heineken	83.	Sheraton Hotel		
42.	Hilti	84.	SIAE		

# Entrepreneurial Pathways

We focus on your entrepreneurial side. Are you planning to start up your own business or dreaming about becoming the fresh and innovative driving force within an organization?

We will equip you with skills, insights, and a curious mindset required to spot new opportunities, make connections, and bring new business ventures to life. Step outside your comfort zone, create innovative solutions, and dare to take action!

## Rome Business School for Entrepreneurial Pathways

**Dare to think differently. Dare to act innovatively.**

Rome Business School Entrepreneurial Pathways is designed to support our students in the following areas:

Discovering, testing and improving their entrepreneurial skills

Developing a business idea

Launching and growing their own business

Being competitive at a national and international level

1

## RBS4Entrepreneurship

This route is for students that are looking for:

**Entrepreneur Preseed** – People who have the motivation and interest and who are looking for the business idea that will allow them to become an entrepreneur

**Seed Entrepreneur** – In their mind they already have the business idea that they are interested in developing and they are looking for the right environment and the right help to develop it

**Growth Entrepreneur** – People who have a business and who have identified specific challenges in some processes or strategy

**Innovator** – People who work in a family business or a corporation and who are looking for methodologies that allow them to execute innovation initiatives

**The path** for those who create new routes in their professional life through new business ideas or by developing those ideas in their current business.

Our team will give students the boost they need to get started, get them on track towards their next challenge and turn their dreams or ideas into a business project with great projection.

The **entrepreneur's path** is a hectic road with many curves, many stages and many ups and downs.

And, to complete it, our team will give students all the support, tools and knowledge to overcome everything not only on a business level, but also emotionally.

The goal is not only to make student's dream come true into a real project, but to be able to maintain and manage it in order to obtain the greatest benefit when the time comes.

2

## Independent Employment

**This route is for students that are looking for:**

Development of their own career path

Networking

Being entrepreneur of themselves

Development of specific competences

Improving key skills

This path is for students that express the desire to start their own business on their own.

Our team will give students the support to start their own path in a chaotic environment, supporting them with talk with testimonials, workshops, guidance through bureaucracy and several hands-on sessions, to test their capabilities.

The goal is not only to set the basis for our students' goals, but to guide and support them in every stage of their path, from start to kick-off.



RBS4Entrepreneurship September 2022 Pitch Day winners

# The RBS4Entrepreneurship path

Accelerator Program

Open Program

1

### Explore

Understanding what works for you

At the beginning of your Academic year, you will have the chance to attend Career Services activities presentations and download the RBS Career Compass App (available starting for October Intake) where you will engage with self-exploration tests and games to better support your future career orientation choices their management career orientation choices.

### Services & Activity

- Career Compass APP & Psychometric E-Assessment\*
- Presentation Events (Teaser & Technical)

2

### Pre-Incubation

Understanding how to promote yourself

In this phase you have the chance to learn about the idea generation process & project development methodologies. Brainstorm innovative ideas with other peer students or match your project with other skillsets to create an effective team & create first startup presentation.

### Services & Activity

- Fair Employability Program
- Startup Workshops
- GroupForming workshops
- Startup talks
- Individual mentorship sessions

3

All Teams

### Challenge

Boosting your network

You will be asked to produce an innovative Startup project with structured pitch decks. Your production will be revised & Awarded by Commission Board. Only top 15 Teams will get access to Premium Club & Business Angels network.

3.1

### One Program

Refine your project

The entrepreneurial path moves on with new activities featuring advanced topics, one AI & Tech Fair and exposure to RBS Business Angel network for quality projects.

### Services & Activity

- DiveIn Workshops
- DiveIn Talks
- AI & Tech Fair
- MVP Revision, Business Angels exposure (merit)

3.2

### Evolve

Alumni project

Having successfully completed all 5 steps and mastered professional & self-orientation skills, you will be rewarded with an extra 24 months access to continued education activities reserved to our merit Alumni & School Ambassadors.

### Services & Activity

- +24 months Access to Fair Employability events
- Exclusive access to editorial events & business essays presentations.

4

### Incubation

Bringing your project to life

Reserved to #7 finalist projects. 4 months path featuring premium tailored activities & services worth 10.000.

### Services & Activity

- Mentorships
- Roundtables
- VentureLABS
- Access to Creative Arena

5

Finalist Only

### Challenge

Pitch Day

As one of the 7 Finalist your final MVP Project will be evaluated by Investors. Merit projects will receive funds & venture growth opportunities.

6

### Take Off

Your final startup propeller

The Board will elect the most viable final project, awarded with a 5-weeks fully tailored project management sprint worth 2.500 EU, 3 mentorships + 2 masterclasses.

### Partners



# 05 \_\_\_\_\_ Your Future

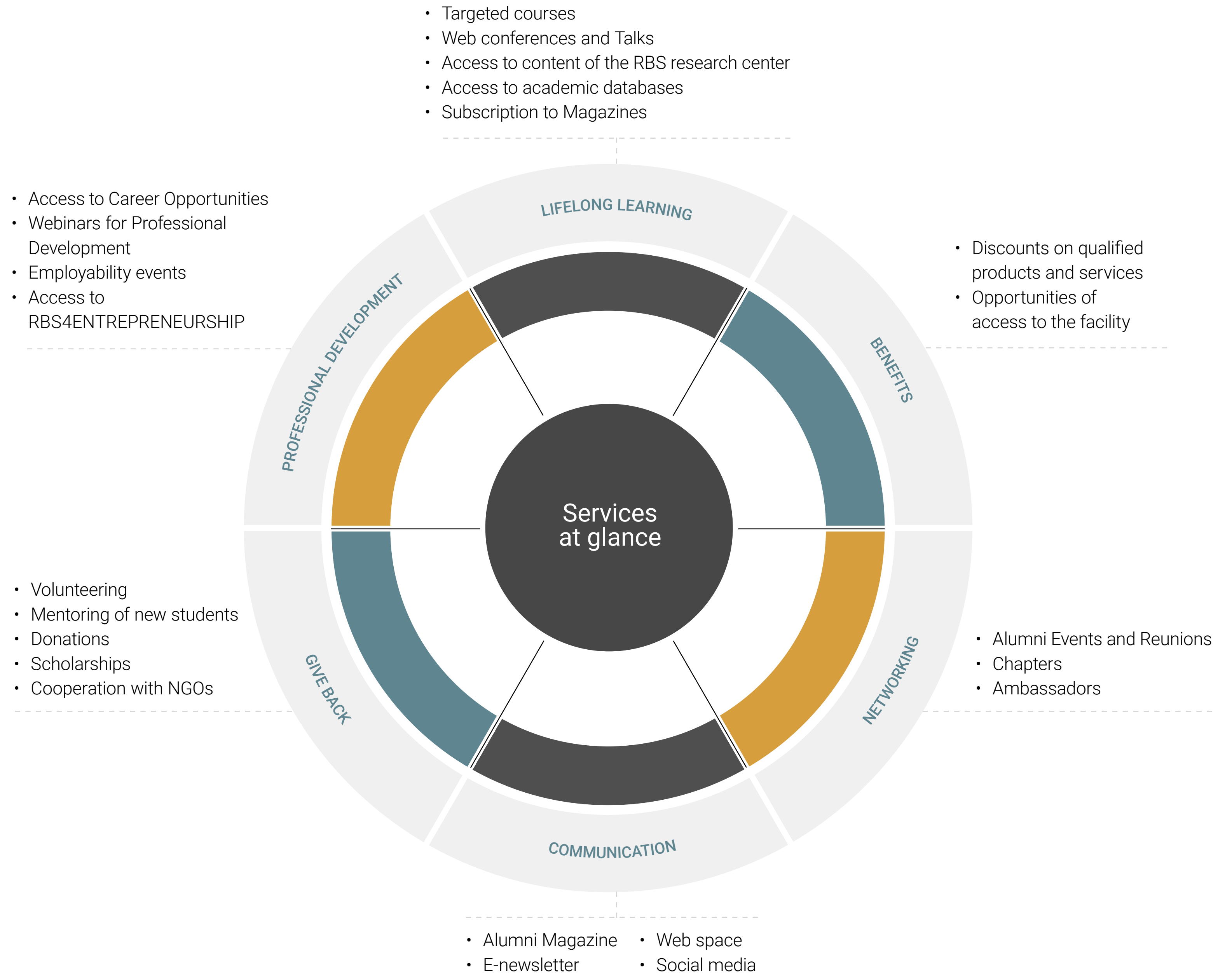
# Students for a while, Alumni forever

We believe deeply believe in sustainability and continuous improvement and the ability to generate a positive impact on society. That is why we inspire those in our Community to positively impact the world and build a better one by encouraging leadership and empowerment.

The strength of our Community lies in offering whatever it takes to continue to play an active role in the life of our Business School. With our Alumni, we co-create initiatives and experiences based on the values that unite us to support the continued growth of our Community.

A successful career is the result of a unique blend of exceptional skills and expertise, as well as constant professional development and a network of valuable, high-quality contacts. And we make all of this available to you.

Being part of our Community means having complete and exclusive access to the services and opportunities we offer you. But also, being a protagonist and promoter of initiatives dedicated to our Community and its future.





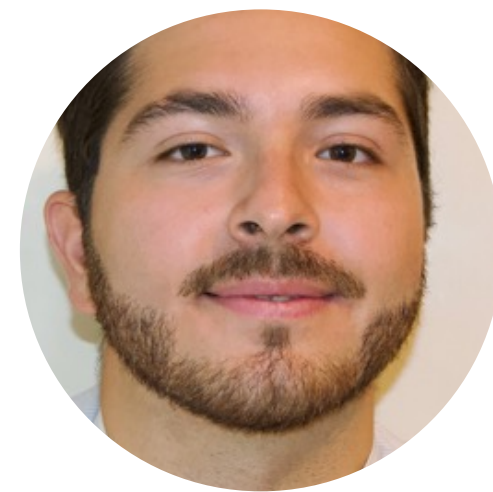
# Rome Business School's Better Managers

## Think Internationally!

Be a global professional, step outside your comfort zone, invest in your talent, refine your professional skills, join an extraordinary community in which you are encouraged to think outside of the box. We will help you to see challenges from different perspectives and transform them into new opportunities and real-world results.

**Develop your talent. Share your ideas.**

**Wu Ping Kusters**  
Unilever | Netherlands  
**Magnum & OLA Ice Cream**  
**Brand Management**



**Francesco Esposito**  
Oniro Agency Srl | Italy  
**Master in Marketing & Sales**



**Veronica Rodriguez**  
Jaguar Land Rover | Italy  
**Customer Services Department**



**Giulia Ronzani**  
Digital Marketing  
Strategist at Gr@pes | Italy  
**Master in Marketing & Sales**



**Noemi Pasquariello**  
Accenture | Italy  
**Strategic Sourcing Lead**



**Merfi Zervou**  
Digital Transformation for Manufacturing  
– Vimachem | Greece  
**Master in Marketing & Sales**



“The Master have been giving a really wide view regarding the aspects of this world and this internship

is a great opportunity to put into practice the theory i have been studying. In my job i am facing lots of the topics we covered in class and the marriage between theory and practice is helping me in fixing the concepts”.

“The Master in Marketing gave me the essential tools to start working in a company.

Thanks to the workshops, during the interview, I had the chance to show the project I've done and my capabilities”.

“I would recommend to every student from all over the world to study in RBS,

as it offers the flexibility to do the courses also online without missing anything. RBS is a great experience not only because of the knowledge that offers but also because of the Italian culture that you gain and the chance to meet people from all over the world!”.

06

# Experience RBS

## Expand your Boundaries

Expand your vision, get the chance to open your mind to new ways of thinking and opportunities, explore different campuses, and share experiences and insights with other multicultural teams.

Completing a portion of your studies abroad contributes to the development of transferable skills that highly valued by employers, therefore having a big impact on future job offers and career development opportunities. Step out of your comfort zone and learn from some of the best international realities in Europe and the world. Travel explore and immerse yourself in other cultural visions and ways of thinking, which challenge you to adapt and reassess the way you approaching difficulties. Get in touch with your most inner self and create your own international network of contacts.

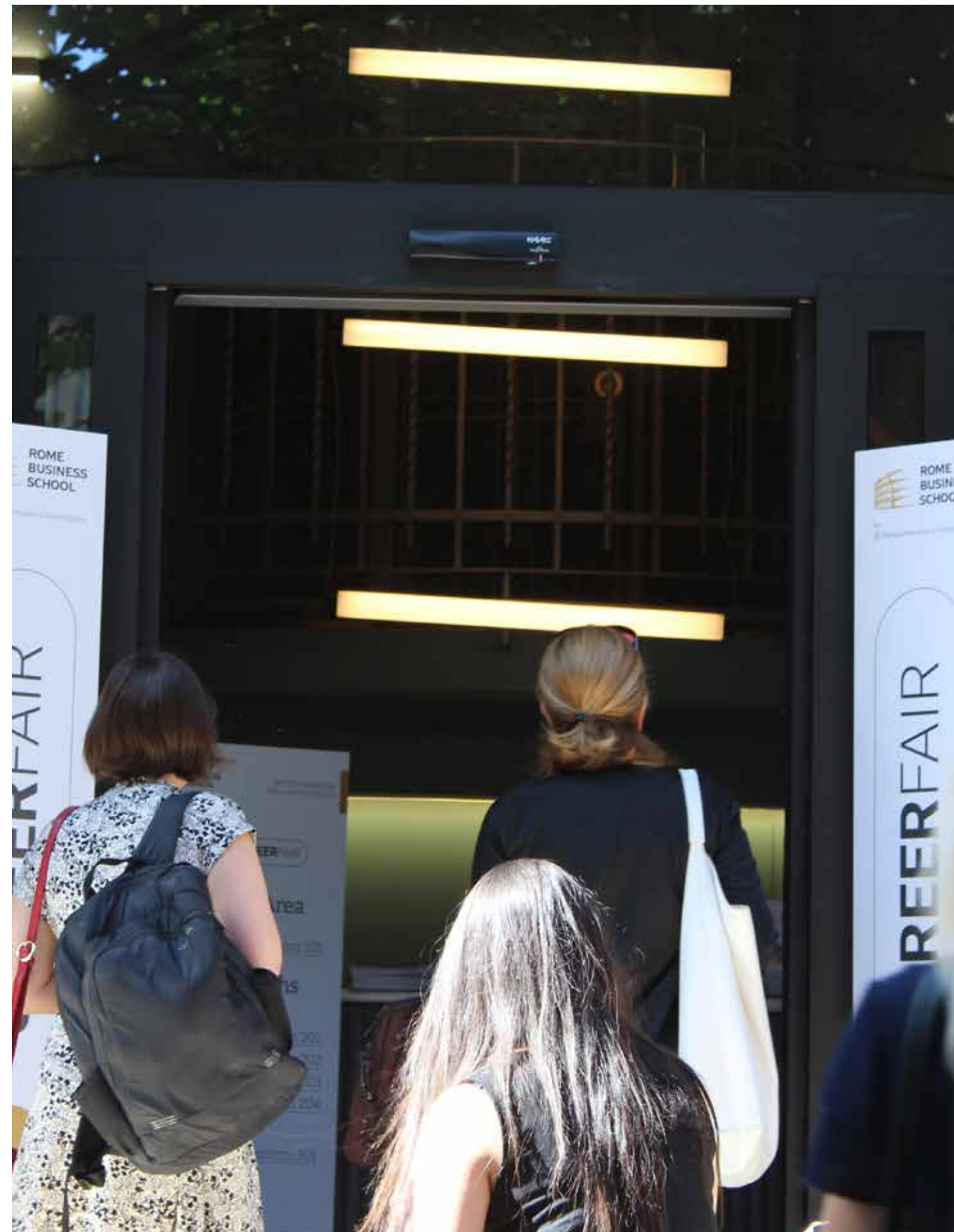


## The Campus

Start your most international experience in the heart of Rome! Rome Business's School Campus is a prestigious building born in the 1911 in the heart of the Eternal city, a mixture of history and innovation.

Some of the most iconic Roman architectures, from the classic to the medieval trends, meets the latest innovation in the field of education and learning facilities.

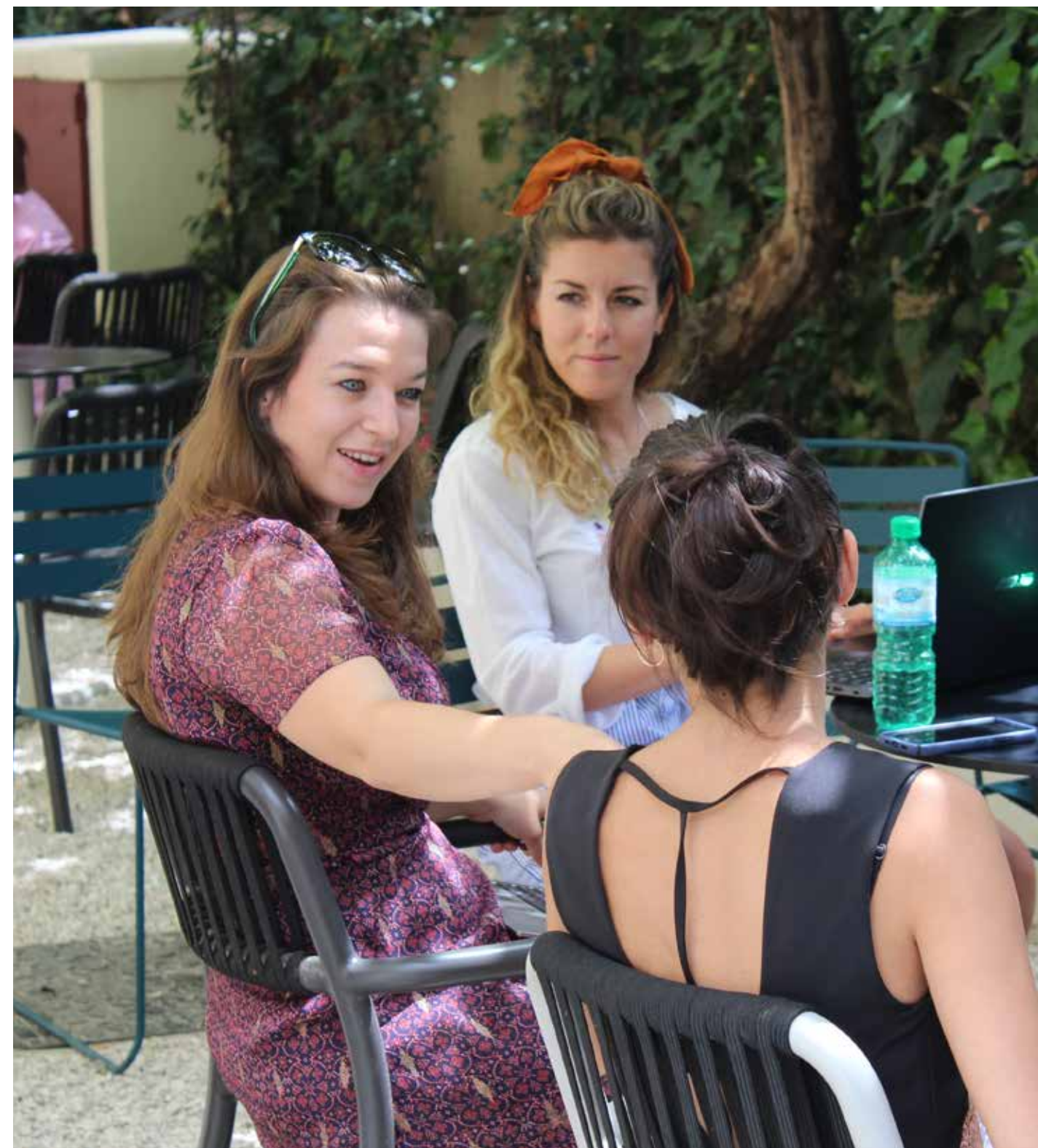
A wide garden leave space to multiple networking opportunities, a pole of different cultures where creativity, differences and exchange create always new pathways and opportunities.



## The Campus

The building, designed by Achille Zinnari, was built for the 1911 Universal Exhibition. In that occasion, an Exposition celebrating the fiftieth anniversary of the Unification of Italy was also organized in Rome, and a national architecture competition was launched for the construction of ten villas. Among these, the Villino Avenali, now the Rome Business School campus.

Like many other beautiful buildings in the neighbourhood, Villino Avenali presents the typical features of the so-called “Roman baroque”, characterized by floral decorative elements, stuccos, pilasters in a classical style alongside medieval references that blend elegantly with typical elements of liberty. The study and restoration works of the building, maintain its aesthetic beauty completes with the most innovative technologies in terms of education.



## RBS Experience

Rome Business School works hard to ensure participants to experience all the social benefits of a student life. With this in mind, we regularly organize events and activities, networking opportunities, and knowledge exchange with different cultures and worldwide reality.

### Rome Business School Social Activities:

[Welcome Week](#)

[Welcome Aperitif](#)

[Cultural Bazaar](#)

[Cultural Program – Enjoy Rome](#)

[Networking](#)



## At your disposal

Being the most international business school in Italy means welcoming students from all over the world and making sure they have the best experience possible while staying in the capital.

That's why we guarantee the top-quality Student Services facilities, from providing support to accommodation finding, to facilitating the student visa processes. Social events, international education experiences and a wider and comprehensive range of services to everyone who chooses to take of our higher education programs.



### Hit and run: Short-Term Stays

Rome Business School also provides support for short-term stays. Whether you need a little more time to find your permanent accommodation or your family is coming to visit, being a student at our school entitles you to a special price for several facilities.



### Staying in Rome: Accommodation

Staying for a long period in a foreign city is a thrilling adventure, although adjusting to your new life can be quite overwhelming. Rome Business School has partnerships with renowned and customer-oriented accommodation providers whose services are designed to ensure you can start this exciting chapter of your life in Rome without stress and worries. For everything you might need, we are by your side to help you find accommodation in the Eternal City.

### Rome Business School's - On campus student Identity Card

Rome Business School's students will receive a student card, which entitles them to access the RBS facilities and to get even more special discounts on several activities, services, venues, facilities and attractions. From visiting museums to leisure time, there's nothing Rome Business School can't help you with!

We are by your side at the Student Hub Services platform, providing support for finding accommodation to facilitating the student visa process. We organize social events and promote educational opportunities abroad.

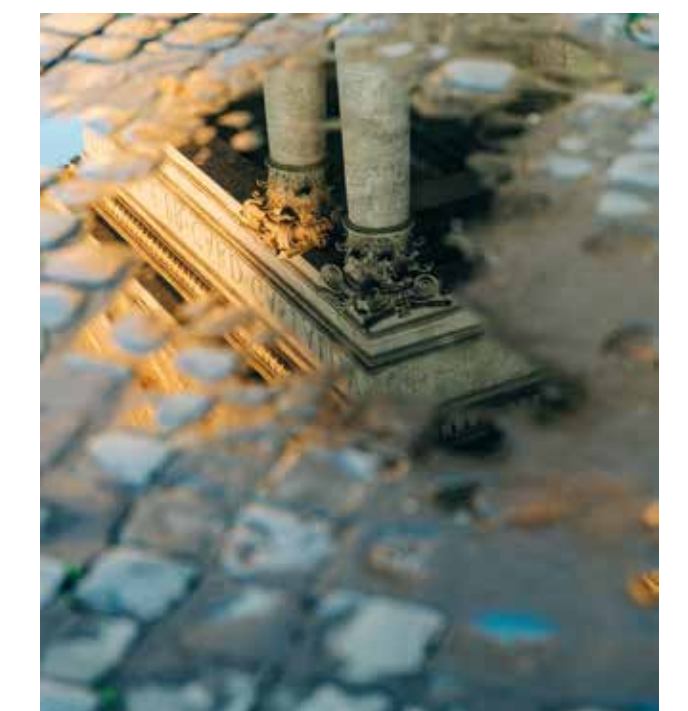


### Visa Support à add a new section on VISA support for international students

Rome Business School provides support to get the Visa on time for your arrival in Italy; from the checking of the required documents to the getting in contact with the Italian Embassy to support the application.

### Staying in Rome, studying in Rome, experiencing everywhere

We know that, for our international students, starting a new experience away from their own country and comfort zone can be a bit overwhelming. Starting a new experience is a thrilling adventure but, as with every great experience, you might benefit from having a fixed point of reference.



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Welcome to Rome





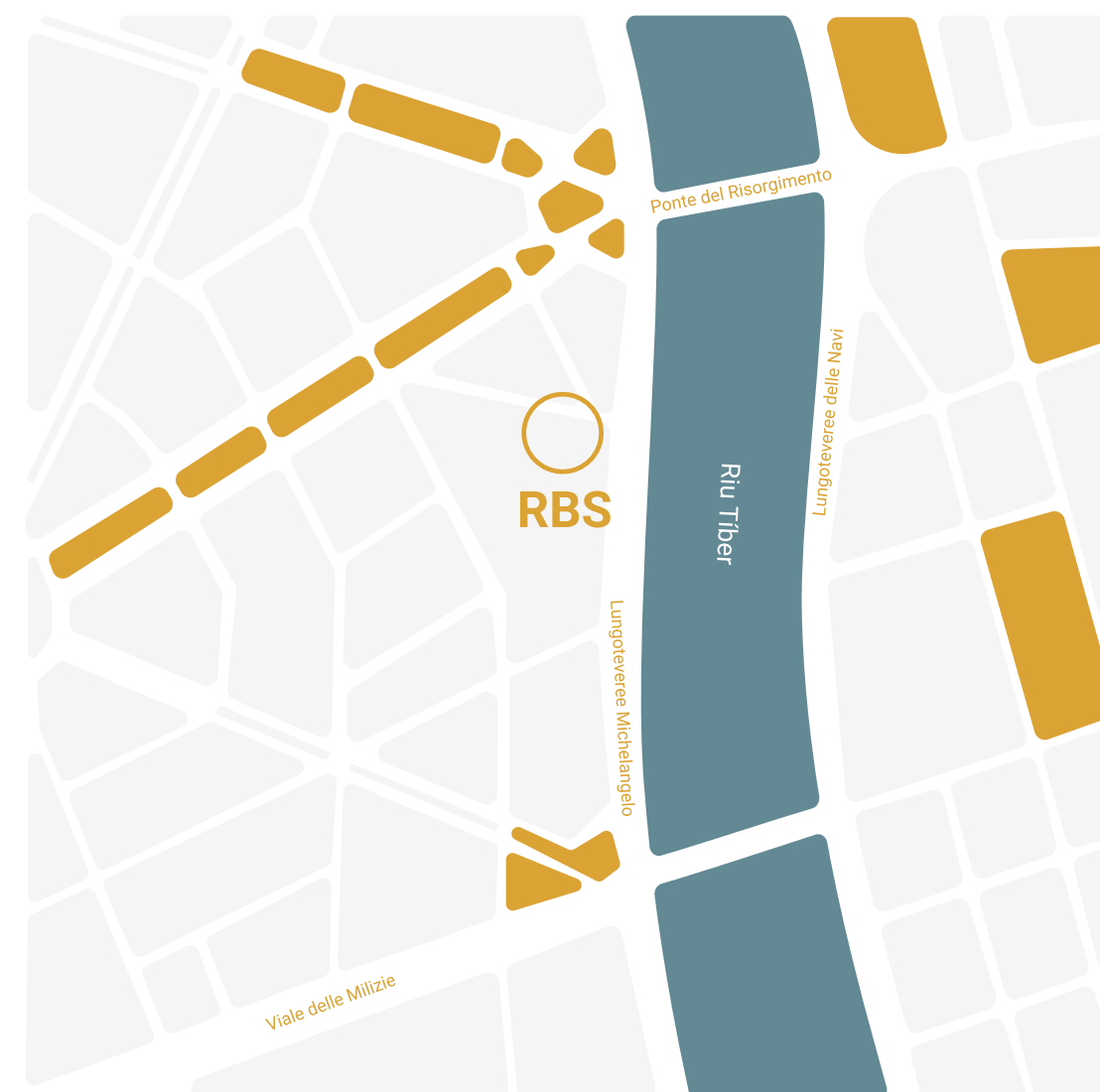
# Beyond the Classroom

The ultimate education experience in the Eternal City. The cradle of civilization and home to a priceless wealth of cultural and artistic heritage, Rome is the ultimate location to enjoy a higher education experience.

Studying with Rome Business School means, not only growing professional skills and competences but also having experience of living in the heart of Italy in one of the most fascinating cities of the world. We provide students with the best opportunities to get most out of their Master path and Rome is our main tool to do it. A networking center for a wide number of activities. With more than 650,000 companies registered in the region and over 1.000 new startups in the city, the Italian capital is the second leading city at a national level in terms of the number of new businesses.

## An ever-growing business ecosystem

It boasts 24 of the 30 specialized environments in the region, such as incubators, accelerators and startup studios, 5 centers for Technology Transfer, more than 20 institutions and associations aimed at spreading the culture of innovation and technology and 50 smart working centers. Studying in such a productive and fast-growing hub means acquiring business knowledge and managerial competences in an ideal environment to experience the dynamics of the business world first-hand and make contact with entrepreneurs and leading companies. financial services, the pharmaceutical industry, and the supply chain and logistics sector.



You will immerse yourself in a diverse business community ranging from multinational headquarters to local family firms.

Combine your studies with an extensive range of activities that the Italian capital has to offer. Take advantage of the many beautiful places and enriching initiatives of Rome and learn from one of the most productive hubs of Italian goods and services.



# Unlock your future opportunities

Eternal Creation,  
Innovation and Passion.

## 1st

in Italy for the number of  
companies in its territory

## >337,489

companies spread all over  
the surrounding area

## A dynamic business networks

The Italian capital is one of the national leading cities in terms of business dynamism, and home to the headquarters of a lot of multinational companies, such as Eni, Enel, TIM, Leonardo S.p.A, UniCredit, BNL, and many other worldwide activities involved in financial services, the pharmaceutical industry, and the supply chain and logistics sector.

Populated by highly successful professionals and investors equipped with excellent innovative technologies, Rome is the ideal location to start a business and find the best professional opportunities to create a great network of contacts.

To show the love that we, the Rome Business School, have for this Eternal City (Rome); we are glad to present this video. Directed and interpreted by Rome Business School's very own talented students!

The birthplace of craftsmanship, the city boasts the presence of many renowned brands specializing in 'Made in Italy' products and services, establishing its status as an important hub of fashion, design, and the food and beverage sector.

Driven by European energy, Rome is a diverse business community of brand and companies. It also welcomes a great variety of students from all over the world. Whatever your field, innovation and culture are the keywords in this city.



# Culture, Entertainment and Arts

Rome is the Italian heart of arts and culture. Its historical center is listed by UNESCO as a World Heritage Site. It is home to spectacular museums such as the Vatican Museums and the Musei Capitolini or, if you prefer contemporary arts, the MACRO and MAXXI.

The city boasts more than 230 galleries to explore and thousands of arts pieces to inspired you.

## Tourism

The incalculable immensity of its archaeological and artistic treasures makes Rome one of the most important tourism destinations in the entire world. Characterized by a unique tradition, its territory offers a set of breathtaking panoramic views, magnificent villas and numerous ancient sites, including the Forum Romanum, Trajan's Market, Trajan's Forum, the Colosseum, a worldwide wonder, and the Pantheon.

## Lifestyle

The capital of Italy and "center of the world", the city emanates the energy and creativity typical of a modern metropolis, where you can enjoy a pleasant lifestyle with the right blend of study, work and fun. Meet new people and embrace priceless experiences. Rome never rests and offers enjoyable leisure activities at any time. You will be able to meet open and sociable people here, always happy to welcome you and willing to make sure to make you feel at home in every situation.

## Rome, a global city at a human size

### Gastronomy

The center of the Italian cuisine with more than 40 Michelin star restaurants and a widespread culture of delicious street and local food, accompanied by typical local artisan food and beverage products.

### Sport

To follow and to play. Every year, Rome hosts some of the most important football events. Mediterranean city. Warm and a year-round sunny climate, with blue seas lined by sandy beaches.

### Transport

A wide range of public transport to take you all around Rome and out of the city into the countryside and wilder landscapes.

### Italy

A country full of history and culture, good food and great people, that is easy to explore.

# 16th

most visited city in the world

# 10,065.400

foreign arrivals just in 2020



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Take the first step

## Make your move

Receiving applications from every country in the world, Rome Business School's student population reflects the diverse and international perspectives, experiences, backgrounds, and cultures of the future executives we train.

A dynamic spirit, hunger for knowledge, and an open mind are the main features Rome Business School looks for in potential candidates. If you think you're passionate, willing to put yourself to the test and aim for success, you could be the person we're looking for.



## A Thorough Selection Process: Qualification and Steps

Rome Business School works hard to maintain the highest standard of quality in the programs we offer. That's why, in order to ensure the eligibility of the candidates and to safeguard a smooth student visa application process for all of our non-Schengen area students, all applicants must undergo and successfully pass a selection process structured as follows:



ENROLL NOW



## Double Certificates

Rome Business School's Master's Programs are accredited by the VIU – Universidad Internacional de Valencia, from which students receive 60 university credits (60 ECTS). Completing a Master's program at Rome Business School earns participants a double internationally recognized qualification: one from Rome Business School and the other from the VIU – Universidad Internacional de Valencia.



## Supporting our future leaders

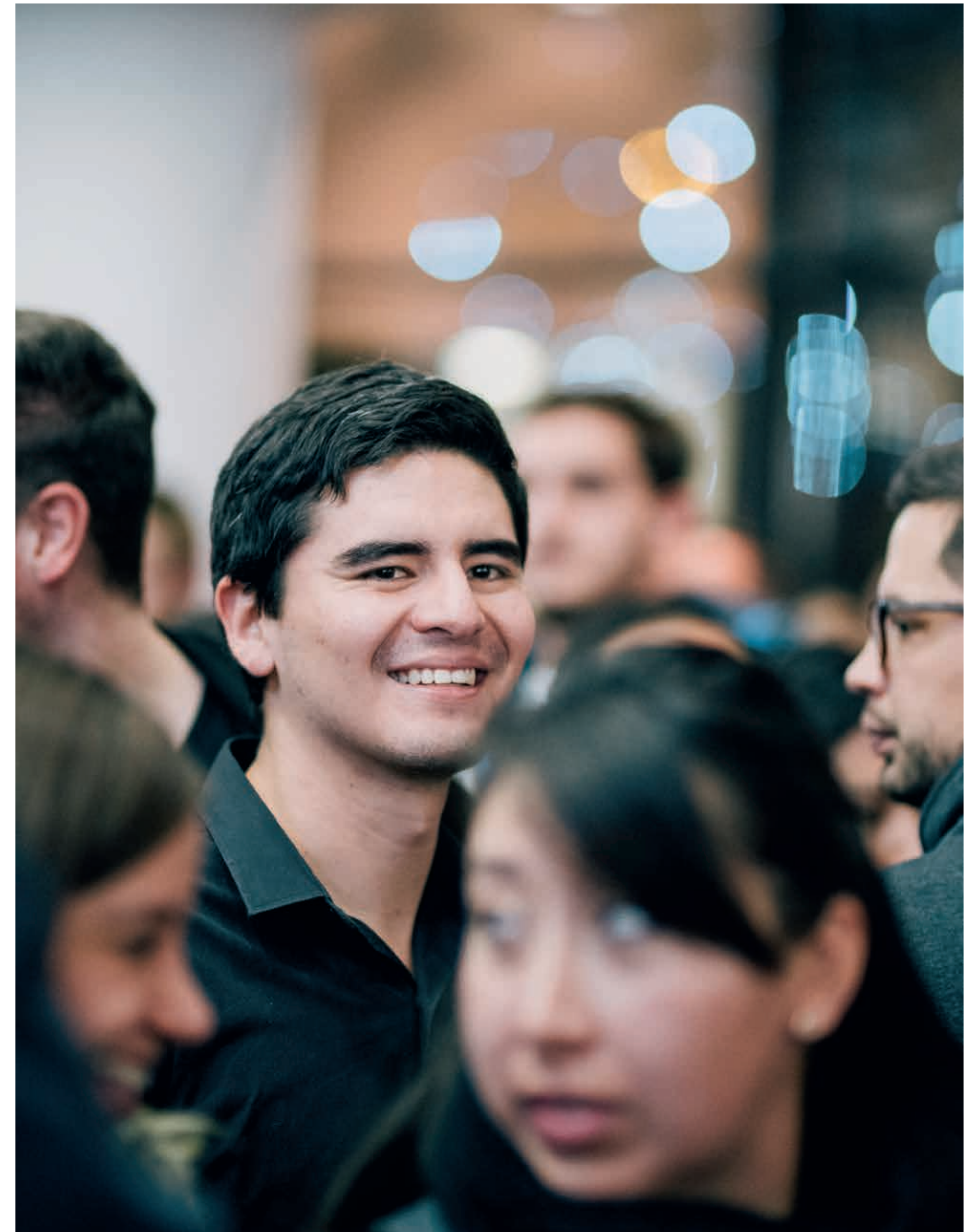
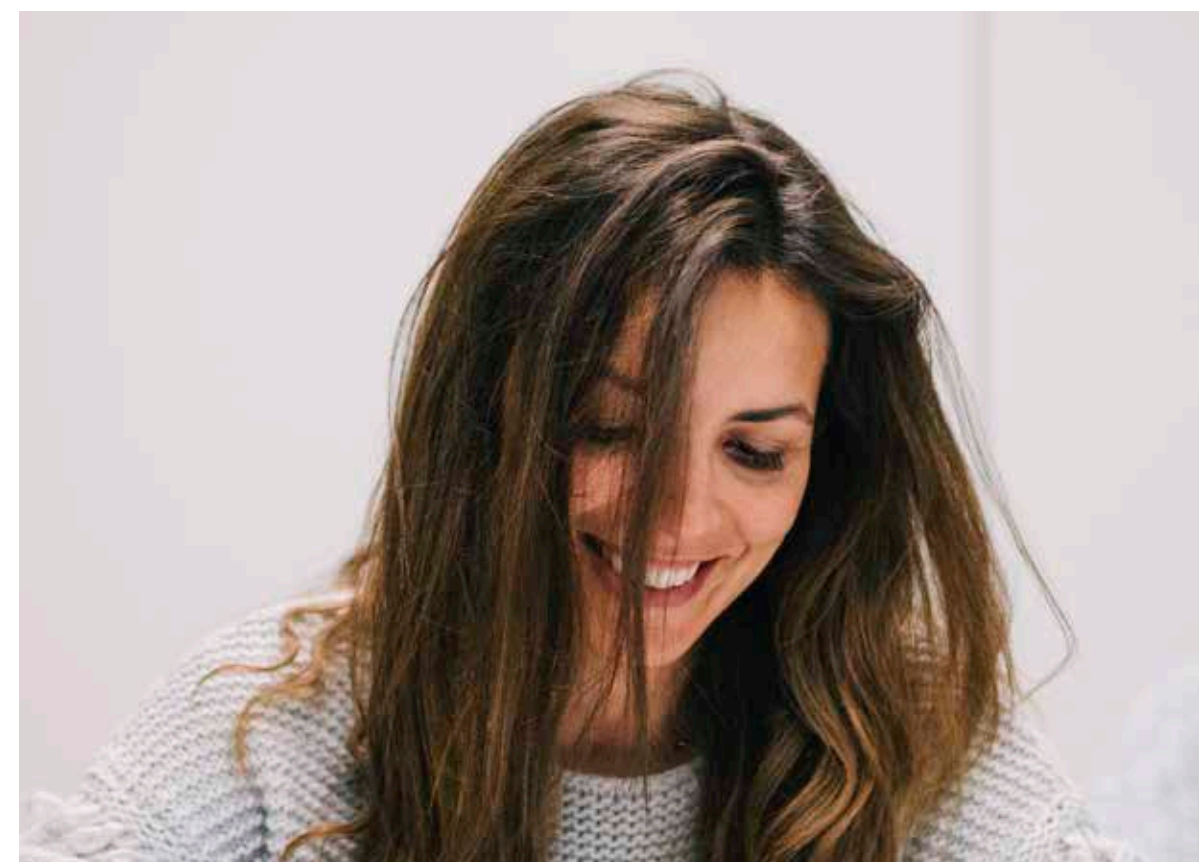
Rome Business School is committed to developing future business leaders from diverse backgrounds. We support our students.

Education is not a privilege, but a primary necessity that should be accessible to everyone. This is what we believe at Rome Business School, which is why we award merit-based scholarships to outstanding candidates that succeed in demonstrating motivation and remarkable achievements in their area. These scholarships cover part of the total tuition fee.

### Financial aid

To apply for a partial scholarship, candidates must clearly state in their motivation statement why they should be considered for such a financial aid. In order to ensure the success of a partial scholarship application, the candidate should clearly demonstrate:

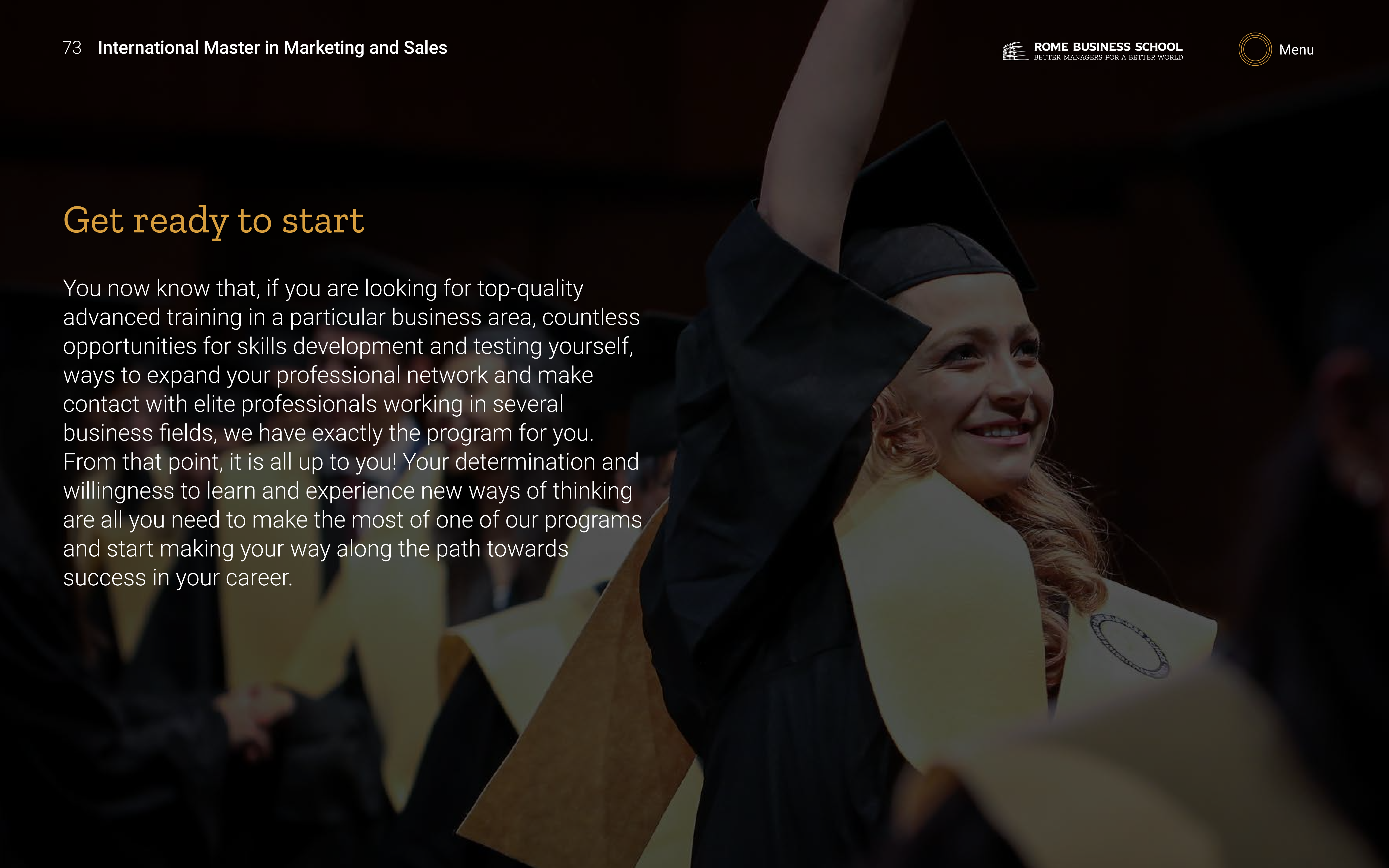
Their professional goals and ambitions  
Why they should be awarded a partial scholarship over other candidates





## Get ready to start

You now know that, if you are looking for top-quality advanced training in a particular business area, countless opportunities for skills development and testing yourself, ways to expand your professional network and make contact with elite professionals working in several business fields, we have exactly the program for you. From that point, it is all up to you! Your determination and willingness to learn and experience new ways of thinking are all you need to make the most of one of our programs and start making your way along the path towards success in your career.



**Your future awaits.**  
*Build it with us.*

ENROLL NOW





Better Managers  
For a Better World

International Master in

# Marketing and Sales