
JUNIOR FELLOW

Marketing Management

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Biography

Luca Antonelli is Junior Fellow of Marketing Management at SDA Bocconi School of Management and member of the SDA Bocconi Sport Knowledge Center.

At SDA Bocconi Luca is Community Manager of many Open Executive Courses in the Marketing & Sales Area and, within the Sport Knowledge Center, he is Academic Coordinator of the FIFA Master - International Master in Management, Law and Humanities of Sport and Content Manager of the SDA Bocconi Diploma Programmes in Sport Management and Major Event Management for the Josoor Institute in Qatar. In 2019 he was Academic Coordinator of the International Business Academy (IBA) - Branding in The Global Economy in collaboration with NBPA.

His research activities are mainly focused on Sport Marketing.

Luca earned a MSc in Marketing Management from Bocconi University.

Teaching domains

Event Marketing

CASES IN INTERNATIONAL CASE COLLECTIONS

ANTONELLI L., REINA D.

Scaling up the New Format of the UEFA Women's Champions League

2020, The Case Centre, Great Britain

ANTONELLI L., CIRINCIONE A., RUTA D.

The Development of the OTT BROADCASTERS the Sports Market: The SKY SPORT and DAZN Cases

2020, The Case Centre, Great Britain
