

Andreina Mandelli

Digital Marketing

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Curriculum Vitae

SDA Fellow

Degree in Philosophy, University of Milan, 1983

Ph.D. in Mass Communication, Indiana University (Bloomington, USA), 1998

Academic position and/or Professional activities

Contract Professor, Department of Management, Bocconi University, Milan

Research Interests

- Innovation in communication and marketing
- Digital marketing
- Social media metrics
- Online reputation

- Consumer Behavior
- Markets as networks
- Service networks

Director

COMMUNICATION & CONTENT

SERVICE DESIGN IN THE DIGITAL ERA

LANGUAGE	ENGLISH
TOTAL DURATION	4 DAYS
START DATE	18 Feb 2020
END DATE	28 Mar 2020

COMMUNICATION & CONTENT

DIGITAL COMMUNICATION – ONLINE EDITION

LANGUAGE	ENGLISH
TOTAL DURATION	4 DAYS
START DATE	24 Oct 2019
END DATE	2 Dec 2019

BIG DATA AND ARTIFICIAL INTELLIGENCE MARKETING

LANGUAGE	ENGLISH
TOTAL DURATION	3 DAYS
START DATE	23 Sep 2019
END DATE	16 Oct 2019