

Chiara Piancatelli



Digital Marketing

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Curriculum Vitae

Chiara Piancatelli is Junior Lecturer in the Marketing & Sales Knowledge Group at SDA Bocconi School of Management.

PhD in Management & Innovation, Università Cattolica del Sacro Cuore, Milan

Visiting Research Associate at Deakin University, Australia

Master of Science in Management, Università Bocconi, 2015

Expertise

- Digital Marketing
- Innovation in communication and marketing
- Digital Transformation
- Consumer Behaviour

COMMUNICATION & CONTENT

DIGITAL COMMUNICATION – ONLINE EDITION

LANGUAGE	ENGLISH
TOTAL DURATION	5 DAYS
START DATE	5 Oct 2020
END DATE	11 Dec 2020