

MASTER INTERNATIONAL MARKETING MANAGEMENT

17:00-17:10

Greetings from the MIMM Director and introduction to the event

17:10-17:30

Introduction to the MIMM Program: vision and values

The "Management view"

The "Psychology view"

17:30-17:50

Greetings from MIMM Partner

17:50-18:20

MIMM students' roundtable

Previous editions students

New edition students

18:20-18:30

MIMM starting information

18:30

Welcome Cocktail

Opening ceremony

Monday 18th September 2023

Room NI.010, h. 17.00

Via Nirone, 15 - Milan

