

Andreina Mandelli

Digital Marketing

ANDREINA.MANDELLI@SDABOCCONI.IT

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

MARKETING

BIG DATA AND ARTIFICIAL INTELLIGENCE MARKETING

LANGUAGE	ENGLISH
TOTAL DURATION	4 DAYS
START DATE	3 Dec 2020
END DATE	22 Dec 2020

COMMUNICATION & CONTENT

DIGITAL COMMUNICATION - ONLINE EDITION

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

MARKETING

SERVICE DESIGN IN THE DIGITAL ERA

LANGUAGE

ENGLISH

TOTAL DURATION

4 DAYS

START DATE

7 Sep 2020

END DATE

7 Oct 2020