



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

Call for applications for admission to the Professional Master Programme I level

in “Marketing Management”

Academic Year 2024-2025

code: 5644

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Useful Information

WINDOW	REGISTRATION TO THE SELECTION PROCESS	SELECTIONS	RANKING PUBLICATION**	REGISTRATION	PLACES AVAILABLE Min 12 Max 50
1 (for all)	Until 06/05/2024	09/05/2024 and 17/05/2024	28/05/2024	from 28/05/2024 to 18/06/2024	20
2 (for all)	from 07/05/2024 to 08/07/2024	11/07/2024 and 17/07/2024	25/07/2024	from 25/07/2024 to 05/09/2024	10 plus any remaining from the Window 1 for a maximum total of 50
3 (for all)	from 09/07/2024 to 16/09/2024	19/09/2024 and 26/09/2024	08/10/2024	From 08/10/2024 to 29/10/2024	10 plus any remaining from the Window 1 and Window 2 for a maximum total of 50
4 (for all)	from 17/09/2024 to 04/11/2024	07/11/2024 and 13/11/2024	21/11/2024	From 21/11/2024 to 03/12/2024	10 plus any remaining from the Window 1, the Window 2 and Window 3 for a maximum total of 50

** The official admissions results have also been published <https://studenti.unibo.it/sol/welcome.htm>, entering with your account and password

Tuition fees:	Admission fee: 60,00 euros (non-reimbursable administrative fee) Total amount 14.800,00 (fourteen thousand eight hundred/00) Euro: first instalment 1.850,00 (one thousand eight hundred and fifty/00) Euro (to be paid by the deadline set for enrolment 18/06/2024 for window 1, 05/09/2024 for window 2, 29/10/2024 for window 3, 03/12/2024 for window 4); second instalment 7.000,00 (seven thousand/00) Euro (to be paid by 31/12/2024); third instalment 5.950,00 (five thousand nine hundred and fifty/00) Euro (to be paid by 30/04/2025)
Administrative office:	Bologna
Teaching location:	Bologna
For administrative information	Please contact Ufficio Master master@unibo.it
For scientific and teaching information	Bologna Business School (BBS) - Villa Guastavillani, Via degli Scalini 18 - 40136 Bologna (BO) - Italia Tel. +39 051 2090169 / +39 051 2090145 E-mail: marketingmanagement@bbs.unibo.it Indirizzo posta certificata (PEC): fondazionebbs@pec.it
Attachments	Procedural instructions forming an integral part of this call for applications



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Regulations concerning the validity and use of certificates in the Public Administration came into force on 1 January 2012. In compliance with these regulations, the Public Administration cannot accept or request certificates concerning information which is already in the possession of the Italian public administration; only self-certifications will be accepted. This does not apply to certificates which contain information which is not in the possession of the Italian public administration (e.g. "dichiarazione di valore" for qualifications obtained abroad).



Article 1 – General Information

1. Under the terms of Decree no. 270 of 22 October 2012 issued by the Italian Ministry of Education, University and Research, the Alma Mater Studiorum - University of Bologna, Bologna Campus, will run a I level Professional Master Programme in “Marketing Management” for the academic year 2024-2025.
2. The programme has been set up on the proposal of the Department of Management (DISA) and is run in collaboration with Fondazione Bologna Business School (BBS).
3. The programme lasts for one year (full-time attendance), classroom training is delivered in English, and the programme awards 60 CFU credits and aims at develop and strengthen marketing and sales skills, within the broader choices of competitive business strategy. More specifically, it intends to strengthen the capacities of: - market and consumer analysis; - development of products and brands; - definition of prices; - communication; - management of commercial channels; - management of the sales network and monitoring of strategic customers.
4. The master is divided in two concentrations: Marketing Management and Data Marketing and Analytics.

The programme includes a part common to all concentrations (about the 50% of the classroom activities) and the remaining part specific to each one concentration.

At least 7 students must enrol in a concentration for it to be activated. In case of less than 7 enrolled students the management of the master reserves the right to not activate it.

The choice of concentration must be made in the Concentration Form that is sent by the candidate together with all the required documentation. The choice must be confirmed during the selection process. If the chosen concentration is not activate due to the insufficient number of enrolled students, the admitted candidate that has already completed the enrolment process can transfer to another concentration or can withdraw from the master with a reimbursement of the fees paid (except the administration fee).

In the moment that the selections are concluded, it will not be possible to change to another track, unless an exception is granted by the Director of studies.

5. The Master is a post-graduate course with a closed number of places.
Failure to reach the minimum number of participants or failure to reach the minimum budget requirements will result in the master not being activated. In the case of non-activation, the Ufficio Master will run the reimbursements of the first instalment (excluding the processing of the fee) according to the procedures issued by the University.
Please note that the pre-registration admission fee (€60.00) will not be reimbursed, not even when the selection procedures are cancelled.
6. For the academic year 2024-2025, 50 places are available.
There are 4 windows for pre-enrolment, selection and registration, as described in the table below:

WINDOW	REGISTRATION TO THE SELECTION PROCESS	SELECTIONS	RANKING PUBLICATION**	REGISTRATION	PLACES AVAILABLE Min 12 Max 50
1 (for all)	Until 06/05/2024	09/05/2024 and 17/05/2024	28/05/2024	from 28/05/2024 to 18/06/2024	20
2 (for all)	from 07/05/2024 to 08/07/2024	11/07/2024 and 17/07/2024	25/07/2024	from 25/07/2024 to 05/09/2024	10 plus any remaining from the Window 1 for a maximum total of 50
3 (for all)	from 09/07/2024 to 16/09/2024	19/09/2024 and 26/09/2024	08/10/2024	From 08/10/2024 to 29/10/2024	10 plus any remaining from the Window 1 and Window 2 for a maximum total of 50



4 (for all)	from 17/09/2024 to 04/11/2024	07/11/2024 and 13/11/2024	21/11/2024	From 21/11/2024 to 03/12/2024	10 plus any remaining from the Window 1, the Window 2 and Window 3 for a maximum total of 50
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ATTENTION - the 4 windows are independent paths and independently concluded. IT IS NOT POSSIBLE, FOR EXAMPLE, TO PRE-REGISTER TO WINDOW 1 AND ATTEND THE SELECTIONS IN WINDOW 2.

At the closure of enrolment of each window, candidates who have not yet enrolled, lose the right to enroll.

A candidate not passing the selections of one window cannot participate in the selections of the next windows. If the number of enrolled students at the closing of the first window is less than the number of available places, the difference will be carried over to increase the maximum number of available places (50) in the second window.

- The awarding of the professional master programme and the related university educational credit is subordinate to: the payment of all the fee instalments within the established deadlines (included the fees for late payments), the achievement of a minimum mandatory attendance of 70% of classroom activities, the completion of the internship/stage (curricular internship) hours or completion of the project work based on the requirement of the Master's study plan, passing the final examination with a grade of at least 18 out of 30 (all exams and assessments taken during the course of the master, at the end of each module or lessons, will not be individually recorded and will therefore not grant any separate credits. Any such exams and assessments, however, will be taken into account by the Examination Committee when deciding the final grade of each student).
- At the end of the teaching activities, students will express their own opinions through an online questionnaire.
- For students enrolled in the Professional Master's Programme, the University of Bologna makes available an online module on Health and Safety at Work; for more details, refer to <https://www.unibo.it/en/services-and-opportunities/health-and-assistance/health-and-safety/online-course-on-health-and-safety-in-study-and-internship-areas>
- It is not possible to transfer your enrolment from one Master Programme to another, nor to any other course offered by the University.
- The Programme is not subject to exemption from registration fees and university tuitions fees (D. Lgs 68/2012, art.9, comma 8). However, according to the Guidelines, it is foreseen the enrolment of 2 students in possession of a civil disability certification equal to or greater than 66% or of a certification according to law 104/92. This is possible, provided that these students are eligible for the selection, in supernumerary and with total exemption from the payment of the registration fee, net of fixed charges and of the selection registration fee. To apply for the exemption position, the interested party must submit an explicit request in the form of a self-certification and attach the INPS disability certificate to the application by the deadline of the announcement. The benefit will be assigned exclusively to the student who has presented suitable documentation and who ranks higher than the other potential applicants.

Article 2 – Admission requirements

- The programme is reserved for candidates who, by the time of enrolment **18/06/2024** for window 1, **05/09/2024** for window 2, **29/10/2024** for window 3, **03/12/2024** for window 4, are in possession of the following qualifications and access requirements:
 - All first cycle degree and/or second / single cycle degree obtained under D.M. 270/04 or first cycle degree



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and/or second / single cycle degree obtained under the laws previously in force (DM 509/99 and Old Regulations);

- first cycle degree and/or second / single cycle degree obtained abroad deemed equivalent to those described in the point above by the admission committee, for the purposes of admission to the Master;
 - proficiency of the English language.
2. Candidates who apply for the programme with **a degree obtained abroad** must produce the Declaration of Value with the academic qualification and the academic transcript officially translated and legalized (the translation is not necessary for qualifications and certificates in English, French or Spanish).
For academic qualifications awarded by institutions in countries in the European Higher Education Area (Bologna Process), only the declaration of value can be replaced by a Diploma Supplement, based on the European Commission form and issued by the relevant University.
For further information about “Declaration of value, translation, and legalization” check the Unibo website <https://www.unibo.it/en/teaching/enrolment-transfer-and-final-examination/declaration-of-value-translation-and-legalization>
 3. Candidates who, at the registration to the selection process, do not have the required qualifications or meet the necessary requirements will be able to participate in the selection process on the understanding that, if they are successful, they will not be able to enrol until they have sent proof to the Masters Office (master@unibo.it) that they meet the requirements. Candidates who are successful in the selection process but who do not obtain the required qualifications and meet the admission criteria by the enrolment deadlines of the related Window will not be able to enroll.
 4. Non-EU candidates who at the time of applying are in possession of a first-cycle degree providing eligibility for the Master, and who are also registered for an education or course at an Italian university, need to have completed and obtained that title before the registration deadlines indicated above in order to register for the Master. It is important to note that a candidate cannot be simultaneously enrolled, for any reason, in two separate university courses.
 5. The participation of auditors is permitted; the admitted number shall not however exceed 20% of the enrolled students. Anyone interested may express their interest directly to the programme’s didactic office and will be notified directly of the acceptance of their request as well as the details for registration and payment of the programme participation fee. The fee for auditors is 8.800,00 (eight thousand eight hundred/00) Euro. The first instalment is 1.220,00 (one thousand two hundred and twenty/00) Euro to be paid at registration. The second instalment is 7.580,00 (seven thousand five hundred and eighty/00) Euro to be paid before 30 days have passed since the payment of the first instalment. Attendance is not compulsory for auditors. Moreover, Auditors are not permitted to perform exams or the final examinations, do not take part in the internship, are not required to produce project work, and are not awarded a I level Professional Master Programme in “Marketing Management”, or any CFU. Auditors are given a certificate of participation by the didactic office stating the amount of hours effectively attended.

Article 3 – Applying for the selection process and delivery of documents

1. The application for the selection process must be made by 1:00 pm CEST on **06/05/2024** for the Window 1, **08/07/2024** for the Window 2, **16/09/2024** for the Window 3, **04/11/2024** for the Window 4 through the website www.unibo.it/Portale/Guida/StudentiOnline



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2. Methods to apply for the selection process, payment methods for the €60.00 admission fee and delivery methods for the documents required for the selection process, are provided in the instructions attached to this call for applications.
Applications for the selection process will be deemed to be valid only when accompanied by the proof of payment of the 60.00 Euro administrative fee.
3. The required documents for the selection process are listed in the procedural instructions (double-sided copy of a valid identity document; academic qualification and transcript) **and must be submitted with the specific documents listed below:**
 - a) Curriculum Vitae in English;
 - b) Motivational Letter in English;
 - c) Reference Letters in English (optional);
 - d) A photo of the candidate for identity recognition purposes;
 - e) English Language Proficiency certificate (TOEFL, IELTS or Cambridge English) certifying a minimum English level of B2 in the European framework. **Candidates who do not possess this certificate will have to take a written test to assess their language skills (see article 5);**
 - f) If available, GMAT or GRE certificate, with a score of 550 or above (GMAT) or equivalent (GRE). **Candidates without this certificate will have to take a written aptitude test (see article 5);**
 - g) Concentration Form.
4. With regard to point 3 of this article, candidates with a degree obtained abroad must produce the documents listed in article 2.2 of this call. Candidates who pass the selection procedures must show the original hard copies of these documents to the Master's Office.

Article 4 – Other information concerning admission for selection and delivery of documents

1. The University of Bologna will not be liable for lost or misdirected communications due to incorrect addresses given by candidates or the late or non-notification of changes to the address given in the online registration, or for any difficulties in the postal or telegraphic services or any other difficulties which are caused by third parties, acts of providence or force majeure.
2. All candidates are admitted to the tests with reserve: the University of Bologna will thereafter exclude candidates who do not possess the admission requirements laid down in this call for applications.
3. In the event of false declarations made in the documentation presented by the candidates relevant for the purposes of registration, without prejudice to the penalties laid down in art. 76 of Presidential Decree no. 445 of 28 December 2000, such candidates will not be permitted to register and will not have any right to reimbursement of the fees paid. Any false declarations will be subject to claims for damages by the affected parties.

Article 5 – Selection procedures and admission ranking

1. Admission to the Master is subject to a positive total score of the selection process, which is based on a written aptitude test, a written English language test and a motivational interview.
The maximum score given by the Admission Board is 100 points. A minimum score of 60/100 must be achieved to pass the selection.
The written aptitude test and the written language test do not award any points but are instead judged on a pass/fail basis as a necessary qualification to attend the motivational interview.
2. The Admission Board is appointed by the Programme Director.
The person in charge of the selection procedure is the Programme Director of Studies.



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3. The evaluation process will take place:

- for those enrolled to window 1: **09/05/2024** (written aptitude test and written language test) and **17/05/2024** (motivational interview)
- for those enrolled to window 2: **11/07/2024** (written aptitude test and written language test) and **17/07/2024** (motivational interview)
- for those enrolled to window 3: **19/09/2024** (written aptitude test and written language test) and **26/09/2024** (motivational interview)
- for those enrolled to window 4: **07/11/2024** (written aptitude test and written language test) and **13/11/2024** (motivational interview)

At Bologna Business School at a time that will be communicated and in any case between 8 a.m. and 8 p.m. Italian time.

Candidates attending the test must bring a valid identification document with them.

4. Candidates with disabilities (ex Italian Law no. 104) or with civil disability, candidates with DSA and other candidates who need to make use of adaptations, as well as of additional time, to support their own deficit, can request it according to the methods specified in the form attached to this call for application "Request for adaptation of the Admission test" "<https://site.unibo.it/studenti-con-disabilita-e-dsa/it/per-studenti>
5. Candidates residing or staying abroad, who are for exceptional reasons unable to attend the admission exam at the times and in the methods indicated above, shall provide prompt written motivation to the Director of the Master, contacting the didactic office (BBS – *detailed Art.9*). The Director may decide to carry out the selection using alternative methods to those described above (such as videoconference) within the rules imposed by the University.
6. Admission to the professional master programme is granted to eligible candidates, within the limits of available seats, based on the ranking drawn up on in accordance with the total score awarded.
In the event of two candidates with the same score, the younger candidate will rank higher.

Article 6 – Tuition fees and methods of payment

1. The fee required from students attending the Professional Master Programme is 14.800,00 (fourteen thousand eight hundred/00) Euro: the first instalment amounts to 1.850,00 (one thousand eight hundred and fifty/00) Euro, the second instalment amounts to 7.000,00 (seven thousand/00) Euro, the third instalment amounts to 5.950,00 (five thousand nine hundred and fifty/00) Euro.

Where there is external funding (fundraising activities), the cost of enrolment can be reduced, assigning these reductions to candidates based on their position in the 4 ranking lists.

Reduced fees according to the bands listed below are available for students' awarded positions of merit in the qualifying lists for the 4 selections:

Band 1: Fees reduced to 10.800,00 (ten thousand eight hundred/00) Euro. The first instalment is 1.850,00 (one thousand eight hundred and fifty/00) Euro. The second instalment is 7.000,00 (seven thousand/00) Euro. The third instalment is 1.950,00 (one thousand nine hundred and fifty/00) Euro;

Band 2: Fees reduced to 8.800,00 (eight thousand eight hundred/00) Euro. The first instalment is 1.850,00 (one thousand eight hundred and fifty/00) Euro. The second instalment is 6.950,00 (six thousand nine hundred and fifty/00) Euro.



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Band 3: total tuition waiver, in the case of all tuition fees being waived, the student must none the less pay a fixed fee of 184,54 (one hundred and eightyfour/54) Euro (required for the regional tax, stamps, insurance and professional master programme certificate).

The first instalment must be paid on enrolment, according to the established calendar:

- Window 1: from **28/05/2024** to **18/06/2024**
- Window 2: from **25/07/2024** to **05/09/2024**
- Window 3: from **08/10/2024** to **29/10/2024**
- Window 4: from **21/11/2024** to **03/12/2024**

The second instalment must be paid within **31/12/2024**. Third instalment must be paid within **30/04/2025**.

Information on how to make payments related to the instalments after the first will be provided via email in due time before the respective deadline.

The late payment of the second and third instalments beyond the set date will lead to the payment of a fine of 60.00 Euro. Late instalments and relative fines must be paid within 30 days of the deadline. Students who have not performed payments correctly will not be allowed to perform the final exam.

2. Payments must be made according to the methods available on Studenti Online www.studenti.unibo.it
3. The cost of enrolling in the Master Programme may be borne by third parties (public authorities, foundations, businesses, etc.). In this case, the candidate must promptly request from the didactic office the *nominal letter of intent form* in which the third party formalizes and signs the commitment and then the candidate must send it back to the didactic office marketingmanagement@bbs.unibo.it and to Ufficio master master@unibo.it in copy (CC) before the selection deadline of the chosen Window.
Following payment, the university or BBS issue an accounts receipt.

Article 7 – Registration and incompatibility

1. Registration must be made by the deadline of **18/06/2024** for Window 1, **05/09/2024** for Window 2, **29/10/2024** for Window 3; **03/12/2024** for Window 4 through to the website www.unibo.it/Portale/Guida/StudentiOnline
2. Online registration methods are explained in the instructions attached to this call for applications.
3. Registration is deemed to be completed with the payment and uploading one passport photo.
4. With regard to the point 3 of this article, non-EU citizens must produce:
 - a Study Visa (post-graduate studies) and a copy of the receipt confirming the application for the residence permit
or
 - a copy of the resident permit, as according to art. 39 comma 4 TU Immigration (registering in a university Master is allowed for non-EU citizens who are already in possession of an EU long-term permit - e.g. a residence card - or a residence permit for: employment, self-employment or for investor; family reasons; political or humanitarian asylum - political asylum, subsidiary protection, humanitarian protection; religious reasons).

For candidates who are already in possession of a residence permit for studies for at least one year, it is specified that this permit must be of a renewable type (e.g. a residence permit issued for an Italian language course is not renewable) and, in order to be renewed, said permit must be held alongside the Italian degree for which it was initially released.



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For more details, refer to <https://www.unibo.it/en/teaching/professional-master/information-on-professional-master/information-for-international-students>

5. Any candidate wishing to withdraw from enrolment or decide not to pay the tuition fee after having successfully passed selections must immediately notify the Master's office. Withdrawals must be sent in written form either by e-mail at master@unibo.it or by fax at +39 051-2086222, attaching a front and back copy of their ID document, in order to allow the seats to be filled by other candidates.
Free places will be filled only for ranking lists including more eligible candidates than the maximum number of available seats and if there are seats available after the deadline for registrations of admitted candidates.
The first working day following the deadline for registration, the Master's office will check the number of available seats and will contact, by telephone or e-mail, the eligible candidates, following the order of their position in the admission ranking. If they are still interested in registering for the programme, they must proceed to do so by the deadline indicated by the office and in the methods described in the call for applications.
6. Starting from the academic year 2022/2023, it is possible to enrol in two higher education programmes simultaneously, as provided by Law no. 33 of April 12, 2022., based on the provisions reported in Ministerial Decree no. 930. In the case of professional master's programme, double enrollment is normally foreseen, as long as one of the two courses is not compulsory.

Article 8 – Withdrawal from the programme

1. Students undergoing the master, after having paid one or more instalments of enrolment in the master, who then decide to withdraw from participation in the Master, are not entitled, for any reason, to a refund of the fees paid. The withdrawal from studies is a formal and irrevocable act through which you decide to end your university career. For the withdrawal form, please contact the Master Office (master@unibo.it). The filled-in, signed hard copy of the form must be returned to the Master's Office complete with the duty stamp, along with a copy of a valid identity document and your personal student card.
2. For non-EU students, the withdrawal from the program will result in the loss of necessary requisites for a legal stay in Italy.

Article 9 – Information and contacts

1. For *scientific and teaching information* (teaching programme, lesson timetable, exams, internships or project works etc.) contact the didactic office at:

Bologna Business School - Via degli Scalini 18 - 40136, Bologna

Tel. +39 0512090111

Mon-Fri from 09:00 to 13:00 and from 14:00 to 18:00

Michele Coco - tel. +39 051 2090169

Maria Grazia Corazzolla +39 0512090146

E-mail: marketingmanagement@bbs.unibo.it

Indirizzo posta certificata (PEC): fondazionebbs@pec.it

2. Any *administrative information* can be obtained from the Master's Office.

The Master's Office is located at Viale Quirico Filopanti 7 – 40126 Bologna and it is open to public – on appointment – during the following hours:

Monday, Wednesday, Friday from 9:00 to 11:15

Tuesday and Thursday from 14:30 to 15:30



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Telephone +39 0512092798

<https://sportelli.unibo.it/>

Email master@unibo.it

Pec scriviunibo@pec.unibo.it

Documents may be sent by registered mail with return receipt to the Masters Office: *Alma Mater Studiorum – Università di Bologna, Settore Master, scuole di specializzazione non mediche ed esami di stato, Ufficio Master, via Zamboni, 33 – 40126 Bologna*

3. The University of Bologna will not be liable for any delays in delivery, lost post or incomplete documentation.
4. The only method of advertisement of this call for applications are the notices published on the University of Bologna portal www.unibo.it
5. The person in charge of the administrative procedure is the Head of Settore Master, scuole di specializzazione non mediche ed esami di stato of the Area Formazione and Dottorato, Dott.ssa Cinzia Castelluccio.

Disclaimer: The official and legally binding announcement is in Italian only. This document cannot be used for legal purposes and is only meant to provide information in English on the admission process. Please refer to the Official Call for Applications published on <https://www.unibo.it/it/studiare/dottorati-master-specializzazioni-e-altra-formazione/master/2024-2025>

Article 10 – Processing of personal data

1. Personal data provided by the applicants will be processed by the University of Bologna in accordance with Regulation (EU) 2016/679.

Provision of the personal data indicated in this call for applications and in the attached forms is mandatory for the purposes of participating in the procedure and for every consequent operation.

The University may also process the personal data of applicants for the purposes of compiling statistics and sending them to MUR to facilitate analysis and improvement of teaching activities and services, research activities and activities related to the right to study. Personal data provided through the Studenti Online platform may also be processed by the University for the institutional purposes indicated, for example, in art. 4 of Rector's Decree 271/2009. In accordance with art. 13 of Regulation (EU) 2016/679:

1. the data controller is the Alma Mater Studiorum - University of Bologna located in via Zamboni, 33 – 40126 – Bologna;
2. the data processor is the head of the Education and Doctoral Training Department (Area Formazione e Dottorato) (Dott.ssa Alice Trentini – Via Zamboni, 33 – 40126 – Bologna).

The complete and up-to-date list of persons in charge of data processing can be obtained by sending an email to privacy@unibo.it or contacting the Data Processor. The data processing procedures are set out in the privacy policy provided to students who intend to enrol on the master's programmes published on the University website (<https://www.unibo.it/it/ateneo/privacy-e-note-legali/privacy/privacy-master>).

Firmato Digitalmente

Bologna, 28/02/2024

La Dirigente
(Dott.ssa Alice Trentini)