



Università
degli Studi di
Messina

DIPARTIMENTO DI ECONOMIA

**CdLM Consulenza e Gestione d'Impresa
curriculum International Management**

**International Marketing course
prof. Elvira Tiziana La Rocca**

Seminar

**The role of new Web 3.0
Technologies on international
marketing strategies and
business models**

**prof. Francesco Fasano
University of Calabria**

**Tuesday 4 November 2025
ore 14:00 room 203 Aulario**