



Div. III-10/ED/MD

**COMPETITION ANNOUNCEMENT FOR ADMISSION TO THE SECOND CYCLE DEGREE
PROGRAMME (LAUREA MAGISTRALE) IN**

PUBLIC AND CORPORATE COMMUNICATION

ACADEMIC YEAR 2019 - 2020

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THE HEAD OF THE STUDENTS' OFFICE

HAVING REGARD TO

Law no. 264 of 02 August 1999 regulating access to university programmes;

HAVING REGARD TO

Ministerial Decree no. 270 of 22 October 2004, "Amendments to the regulations on the educational autonomy of universities (Modifiche al regolamento recante norme concernenti l'autonomia didattica degli atenei) approved with Decree of the Minister for Universities and Scientific and Technological Research no. 509 of 3 November 1999";

HAVING REGARD TO

The decisions of the responsible academic boards concerning access to university programmes;

DETERMINES

the announcement of a competition for admission to the second cycle degree programme (laurea magistrale) in Public and Corporate Communication (class LM-59) for the academic year 2019/2020.

Art. 1 - Admission requirements

A first cycle degree (laurea) in one of the following classes is required for admission to the second cycle degree programme (laurea magistrale) in Public and Corporate Communication: L-1, L-3, L-5, L-6, L-10, L-11, L-12, L-14, L-15, L-16, L-18, L-19, L-20, L-24, L-31, L-33, L-36, L-37, L-39, L-40, L-42 or a degree obtained in a different class from the above, as long as the graduate has gained at least 54 credits in the following scientific disciplinary sectors:

- INF/01 Computer science or ING-INF/05 Information processing systems
- IUS/01 Private law; IUS/08 Constitutional law; IUS/09 Institutions of public law; IUS/10 Administrative law; IUS/13 International law; IUS/14 European Union law
- L-ART/03 History of contemporary art; L-ART/05 History of the theatre and performing arts; L-ART/06 Cinema, photography and television
- L-FIL-LET/10 Italian literature ; L-FIL-LET/11 Contemporary Italian literature; L-FIL-LET/12 Italian linguistics
- L-LIN/01 Glottology and general linguistics; L-LIN/12 Language and translation - English language
- M- FIL/05 Philosophy and theory of languages
- M-PSI/01 General psychology; M-PSI/05 Social psychology; M-PSI/06 Psychology of labour and organizations
- M-STO/04 Contemporary history; M-STO/05 Modern history



- SECS-P/01 Political economics; SECS-P/02 Economic politics; SECS-P/06 Applied economics; SECS-P/07 Business economics; SECS-P/08 Economics and corporate management; SECS-P/10 Business organization
- SPS/04 Political science; SPS/07 General sociology; SPS/08 Sociology of cultural and communication processes; SPS/09 Sociology of economic and labour processes; SPS/10 Sociology of the environment and territory; SPS/11 Sociology of political phenomena

Students enrolled in the final year of first cycle degree programmes are also admitted to the selection on condition that they graduate by 31 December 2019.

Candidates in possession of university qualifications gained abroad and recognized as eligible by the University can be admitted.

All details on qualifications and access for international students to Italian universities are contained in the annual ministerial provisions published on the website <http://www.studiare-in-italia.it/studentistranieri/> and <http://www.unimi.it/ENG/admission/29528.htm>.

Art. 2 - Number of places available

The number of places available for the first year is determined as follows:

- **200 places** for European and equivalent citizens
- **40 places** for non-European candidates residing abroad applying for a visa

Art. 3 - Admission procedure and deadline

Admission procedures for non-European candidates residing abroad applying for a study visa are described at art.9.

Admission for European and equivalent candidates will start on **27th March 2019** and will end without fail on **28th August 2019 at 2:00 p.m.**

The application must be submitted online, following these steps:

1. Register on the University portal through the page:
<https://www.unimi.it/registrazione/ENG/registra.keb>;
2. Log in the online services for admission to Master programmes with an entrance examination, using own credentials:
http://www.unimi.it/hpsifa/ENG/nonProfiledPage_100.html
3. Choose the programme and fill in the online form with personal data.
4. Pay the fee of € 30.00.

Payment must be made by the deadline for admission at the very latest, on pain of exclusion.

The online admission service also requires the following documents to be uploaded, in .jpg, .pdf or .rtf format:

- **Candidates with foreign qualifications:**
Diploma Supplement or, alternatively, one or more official certificates confirming the qualification obtained or that the candidate is enrolled on a degree programme, as well as the exams passed, with grades and credits, issued by the University of origin.



- **Graduates/future graduates of other Italian Universities:** self-certification of first cycle degree/enrolment with exams. The document must contain a list of the exams taken, with grades, dates, credits and scientific- disciplinary sectors.

In addition to their personal details, **candidates who have not yet graduated** must provide the total credits obtained, the average grade, exams taken and not yet recorded with the relative credits, exams not yet taken with the relative credits, and their expected date of graduation.

A receipt is issued at the end of the online admission procedure, which can be requested on the day of the test together with the receipt of payment.

The receipt is the only document accepted as proof of registration for the admission exam.

Any candidate who provides false details or is not in possession of the admission requirements will be excluded from the final ranking list.

Art. 4 - Disabled applicants

In order to ensure equal opportunities during the exam, applicants with disabilities who require extra time and/or specific aids - if in possession of a certificate of legal disability and/or acknowledgement of status of handicap under law 104/92 - must provide during the online admission registration:

- Filled and signed application form available at the following link http://www.unimi.it/cataloghi/segreteria/Application_disabled.pdf
- appropriate certification issued by the National Health Service or accredited specialists or facilities.

For further information please contact the Servizio Disabili e DSA of the University of Milan at the e-mail address: ausili.ammissioni@unimi.it

Art. 5 - Applicants with SLD

To the applicants with a diagnosis of specific learning disabilities (SLD) under law no. 170/2010 is granted an extra time up to 30% more than the one established for the other candidates. The committee will evaluate the received applications and, in order to ensure equal opportunities during the exam, may allow the use of other compensatory tools taking into consideration the type of test to be taken and the type/degree of the candidate's disability.

To be accorded the abovementioned measures, applicants with SLD must provide during the online admission registration:

- Filled and signed application form available at the following link http://www.unimi.it/cataloghi/segreteria/Application_sld.pdf



- appropriate certification issued by the National Health Service or accredited specialists or facilities.

The documentation must be issued no more than three years earlier if the applicant was underage at the time of the issuance of the certification.

For further information please contact the Servizio Disabili e DSA of the University of Milan at the e-mail address: ausili.ammissioni@unimi.it

Art. 6 - Admission exam schedule and procedure

The admission exam will take place on Wednesday 4 September 2019, 9:00 a.m. at the premises of *Scienze Politiche, Economiche e Sociali*, in via Conservatorio 7 - Milan.

Candidates must arrive at 8.30 a.m. bearing the identity document indicated during registration (not expired) for identification operations, at the end of which the exam will start.

The exam will last 60 minutes.

Candidates who arrive without identity document, with invalid one, or late will not be admitted to the exam.

During the exam candidates cannot leave the room, use handwritten notes, texts of any kind, calculators or anything else specified before the start of the exam.

The board and the supervisory staff will supervise observance of the abovementioned rules and have the right to adopt the necessary measures resulting from their non-observance. For any matters not covered in this announcement, the provisions on the conduct of public competitions apply.

Art. 7 - Examining board

The examining board is appointed by the competent academic council.

During the exam the board will be assisted by teaching and administrative staff, who will be responsible for supervising and identifying the candidates.

Art. 8 - Examination program and assessment criteria

The exam prepared by the University is held in two languages: Italian and English, and consists of a multiple choice questionnaire aimed at ascertaining candidates' knowledge of the English language, communication theory, computer science, marketing, statistics and current affairs.

To prepare for the exam the following texts can be consulted:



Marketing: P. Kotler, G. Armstrong, *Principi di marketing* (recent edition)

Communication theory: D. McQuail, *Sociologia dei media*, Mulino, 2007 or following edition

Computer science: VV.AA., *Introduzione all'informatica*, UTET, 2010 or following edition

Statistics: P. Natale, *La ricerca sociale* (in particular Chapters 3 and 4), Laterza, 2007 or following edition

For the English version:

Kotler-Armstrong, *Principles of Marketing*, Prentice Hall, 2016 - Any recent edition

McQuail, *Mass Communication Theory*, Sage, 2010 - Any recent edition

Tymann-Reynolds, *Principles of Computer Science*, McGraw-Hill, 2008 (or more recent edition)

D. Wright, *Understanding Statistics: An Introduction to the Social Sciences*, Sage - Any recent edition

Current events: We also suggest keeping up-to-date on current news and latest events.

The formulation of the ranking list will also take into account the graduation grade for already graduated candidates and the average grade of the exams taken for candidates who have not yet graduated.

The following weight is assigned to the areas examined:

- Graduation grade/exams average grade: 20%
- Knowledge of English: 20%
- Communication theory: 20%
- Computer science: 10%
- Marketing: 10%
- Statistics: 10%
- Current affairs: 10%

In the event of two or more candidates with the same score, priority will be given to the younger candidate.

Candidates who pass the exam and achieve a sufficiently high position in the ranking list can enrol in the first year of the programme.



Art. 9 - Non-European candidates residing abroad (visa applicants)

Non-EU candidates residing abroad are not required to sit the admission exam. The selection will be made on the basis of the evaluation of personal and scholastic curriculum.

The application must be submitted online, within 28th August 2019, according to the following procedure:

1. Register on the University portal through the page:
<https://www.unimi.it/registrazione/ENG/registra.keb>;
2. Log in the online services for admission to Master programmes with an entrance examination, using own credentials:
http://www.unimi.it/hpsifa/ENG/nonProfiledPage_100.html
3. Choose the description COMUNICAZIONE PUBBLICA E D'IMPRESA (PER RICHIEDENTI VISTO) and fill in the online form with personal data.
4. Pay the fee of € 30.00.

The online admission service also requires the following documents to be uploaded, in .jpg, .pdf or .rtf format:

- *Diploma Supplement* or, alternatively, one or more certificates issued by the University of origin certifying the qualification achieved or the course of enrollment with exams passed, grades and credits
- Curriculum vitae
- Letter of motivation (about 500 words)
- Reference letter, in English or Italian
- Passport (only the page with personal data) or other valid identity document
- Certificate attesting the appropriate linguistic competence in English or Italian, depending on the curriculum chosen:
 - Linguistic certification of B2 level, if the chosen curriculum is in English. The list of recognized certification is available at the following link:
http://www.unimi.it/cataloghi/slam/certificazioniENG_Feb2019.pdf
 - Italian language proficiency certificate of B2 level issued within the CLIQ quality system, if the chosen curriculum is in Italian.

The results of the **evaluation** will be communicated via e-mail to the address indicated during the admission application, within the following dates:

- 1) candidates who submit their application by 30 June 2019 will receive the results of the evaluation by 10 July;
- 2) candidates who submit their application from 1 July to 28 August 2019 will receive the results of the evaluation by 10 September, subject to availability of places reserved for them.

Admission to the degree course is in any case subject to the achievement of a degree or equivalent by 30th September 2019.

For any information about admission to the University (requirements, pre-application request to the Italian diplomatic representation in the country of origin, documents to leave, etc.),



see the dedicated page of the University website
<http://www.unimi.it/ENG/admission/29528.htm>.

Candidates who have received notification of admission must enroll online by 30th September 2019 in the manner indicated on the page
<http://www.unimi.it/ENG/admission/92320.htm#par33335>.

Enrollment will be under condition until the submission of official documents and consular certificates confirming the achievement of the degree and the issue of a study visa.

Art. 10 - Enrolment

10.1 Ranking lists and enrolment of winners

The ranking list will be published on **12th September 2019 after 2.00 p.m.** on the University website: www.unimi.it - On line services SIFA - Admission Ranking Lists

(http://www.unimi.it/hpsifa/ENG/nonProfiledPage_100.html#)

Publication of the ranking lists of the degree programme constitutes official communication to the candidates.

Winners of the competition must enrol on line by **17th September 2019, 2:00 p.m.:**

- if already graduated, following the procedure described at the webpage <http://www.unimi.it/ENG/admission/92320.htm#c33335>
- if future graduates, using the paper form that will be sent to the e-mail address indicated during the application

10.2 Scrolling of the ranking list

Places left vacant after the deadline for enrolment indicated at art. 10.1 are made available for scrolling and will be announced on the website www.unimi.it - On line services SIFA - Admission Ranking Lists, **from 19 September 2019.**

Candidates who, based on the number of places available, are admitted, must enroll **by 24th September 2019, 2:00 p.m.**, with the procedures indicated in point 10.1.

Further places left vacant after the above mentioned deadlines will be notified at the same link from 25 September 2019.



10.3 Applicants with qualifications gained abroad

Applicants with qualifications gained abroad must complete the enrollment by handing the following documentation to the International Student Office - Via Santa Sofia 9/1, Milan - by 31st October 2019:

- First cycle degree (Bachelor of Science or equivalent), translated into Italian by an official translator and legalized by the competent authorities (*translation non required when the Diploma Supplement is provided*)
- Dichiarazione di valore in loco" issued by the Italian diplomatic mission in the country where the degree was obtained, or Diploma Supplement, or statement of validity issued by ENIC_NARIC centres or by diplomatic representations in Italy
- High school diploma, in Italian, English, French, Spanish or German
- tax code
- valid residence permit (only for non-EU citizens)

Verification of the validity of qualifications gained abroad is conducted on presentation of the official documents (show originals and lodge photocopies). Until then, applicants are admitted to the programme conditionally and may be excluded from the ranking list if they prove not to have the necessary qualifications.

The International Students Office is available by appointment. For the reservation please use the Infostudenti Service at the page www.unimi.infostudente.it.

Art. 11 - Deadlines summary

For European and equivalent candidates

Registration for the test	From 27 March to 28 August, 2.00 p.m.
Sit the test	4 September 2019, 9.00 a.m.
Ranking list publication on Unimi website	12 September 2019
Enrolment	Within 17 September 2019, 2.00 p.m.
Update: ranking list publication	From 19 September 2019
First update: enrolment	within 24 September 2019, 2:00 p.m.
Possible following updates	From 25 September 2019

For non-European candidates residing abroad

Registration on Unimi portal	From 27 March to 28 August, 2.00 p.m.
Communication of results	Within 10 July and 10 September 2019



Online Enrolment	within 30 September 2019, 2.00 p.m.
Delivery of documents	Within 31 October 2019

Art. 12 - Procedure Manager and contacts

Pursuant to law no. 241 of 7 August 1990 the manager of the procedure related to this announcement is Ms. Monica Delù (Head of the Students Welcoming Service).

For any further information regarding the content of the call please use the Infostudenti service (www.unimi.infostudente.it) by selecting the category: “Iscrizioni, test e graduatorie”.

THE HEAD OF THE STUDENTS' OFFICE

Emanuela Dellavalle