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

PUBLIC AND CORPORATE COMMUNICATION

ACADEMIC YEAR 2020 - 2021

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THE DIRECTOR OF THE STUDENT REGISTRY MANAGEMENT OFFICE

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 University Didactic Regulations issued with Rectoral Decree of 04 March 2020;

HAVING REGARD TO

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

HAVING REGARD TO

The Rectoral Decree of 10 April 2020 “Exceptional measures for didactic activities due to Covid-19 health emergency”, which at art. 3 establishes that “Admission tests for bachelor, single-cycle, master and post graduate programmes for the academic year 2020/2021 will be held remotely, unless different measures are taken at national level”;

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 2020/2021.

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-8, 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 ones, 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 courses, can be admitted to the selection on condition that they graduate by 31st December 2020.

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 published on the website <http://www.studiare-in-italia.it/studentistranieri/> and on the University website in the sections dedicated to [international students](#).

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
- 3 places for Marco Polo candidates

Art. 3 - Admission procedure and deadline

All applicants must register online by the deadlines set in art. 10.

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:
 - COMUNICAZIONE PUBBLICA E D'IMPRESA or
 - COMUNICAZIONE PUBBLICA E D'IMPRESA (PER RICHIEDENTI VISTO)
4. Upload the required documents
5. Pay the fee of € 30.00.

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. These documents must be in Italian, English, French, Spanish or German.

- **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.
- **Visa applicants:** documents required are indicated at art. 7

Candidates who have not yet graduated will also be required to 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 - Admission exam schedule and assessment criteria

The admission exam will take place on **4 September 2020** and will be provided remotely.

Instructions and rules to access the online test will be sent to the email address entered during the admission application.

Applicants will be required to show a valid identity document, preferably the one indicated during the online application.

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

The exam prepared by the University is held both in 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.

The admission exam answers are scored as follows:

- 1 point for each correct answer,
- 0 points for wrong or not given answers.



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 examined areas :

- 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 equal point scores, priority is given to the candidate with better score in the test and, subsequently, in *English*. In the event of further parity, priority is given to the younger candidate.

During the exam candidates cannot leave the room *where they are taking the exam*, use handwritten notes, texts of any kind, calculators or anything else specified before the start of the exam, except for compensatory tools granted to candidates with disability or SLD, as indicated in articles 5 and 6.

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.

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.



Art. 5 - 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 appropriate certification issued by the National Health Service.

Regarding the measures adopted in order to counter the spread of Covid-19 virus, applications can be submitted (within the deadline for admission) also uploading a not updated certification of status of handicap under law 104/92 or of civil invalidity. In a second moment, the University of Milan will ask for revised documentation, necessary to require specific supports after enrolment.

For further information please contact the *Ufficio Servizi per studenti con DSA* of the University of Milan at the e-mail address: ausili.ammissioni@unimi.it

Art. 6 - 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 appropriate certification issued by the National Health Service or accredited specialists or facilities.

Regarding the measures adopted in order to counter the spread of Covid-19 virus, applications can be submitted (within the deadline for admission) also uploading a not updated SLD certificate (under law n.170/2010). In a second moment, the University of Milan will ask for revised documentation, necessary to require specific supports after enrolment.

For further information please contact the *Ufficio Servizi per studenti con DSA* of the University of Milan at the e-mail address: ausili.ammissioni@unimi.it

Art. 7 - 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.

They have to apply following the indications in art. 3 and to compulsorily upload the following documents in .pdf, .jpg 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 (these documents must be in Italian, English, French, Spanish or German)
- Curriculum vitae
- 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: <https://www.unimi.it/en/study/language-proficiency/placement-tests-entry-tests-and-english-courses>
 - 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 2020 will receive the results of the evaluation by 10 July;
- 2) candidates who submit their application from 1 July to 28 August 2020 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 31st December 2020.

Candidates who have received notification of admission must enroll online by 30th September 2020 in the manner indicated on the page <https://www.unimi.it/en/study/bachelor-and-master-study/degree-programme-enrolment/enrolment-masters-programme/masters>.

Art. 8 - 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. 9 - Ranking lists, enrolment and updating

9.1 Ranking list publication

The ranking list will be published on 10th September 2020 after 2.00 p.m. on the University's website at the page: http://www.unimi.it/hpsifa/ENG/nonProfiledPage_100.html# (on line services SIFA - Admission Ranking Lists)



Non-EU candidates applying for Visa will be placed in a separate ranking list, to cover the reserved places indicated at art. 2.

Publication of the ranking lists constitutes official communication to the candidates. They must personally consult the enrolment deadlines, updating of the ranking lists and every other information published on the webpage of the chosen degree course.

9.2 Enrolment and updating of the ranking list

Winners of the competition must enrol on line by **17th September 2020, 2:00 p.m.:**

- if already graduated, following the procedure described at the webpage <https://www.unimi.it/it/studiare/frequentare-un-corso-di-laurea/iscriversi/corsimagistrali-biennali/magistrali-ad-accesso>.
- if future graduates, using the paper form that will be sent to the e-mail address indicated during the application

Places left vacant after the deadline for enrolment are made available for scrolling and will be announced on the website at the following page:

<https://www.unimi.it/en/study/student-services/technology-and-online-services/online-services-former-sifa> (On line services former SIFA - Admission and Ranking Lists).

9.3 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 30st October 2020:

- 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. 10 - Deadlines summary

For European and equivalent candidates

Registration for the test	From 12 May to 28 August, 2.00 p.m.
Sit the test	4 September 2020
Ranking list publication on Unimi website	10 September 2020
Enrolment	Within 17 September 2020, 2.00 p.m.
Update: ranking list publication	From 21 September 2020
First update: enrolment	within 24 September 2020, 2:00 p.m.
Possible following updates	From 25 September 2020

For non-European candidates applying for Visa

Registration on Unimi portal	From 12 May to 28 August, 2.00 p.m.
Communication of results	Within 10 July and 10 September 2020
Online Enrolment	within 30 September 2020, 2.00 p.m.
Delivery of documents	Within 30 October 2020

Art. 11 - 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 Admission, Postgraduate Careers and URP Students Sector).

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”.

Milan, 8 May 2020

The Director of
Students' Registry Management Office
Emanuela Dellavalle*

*Digitally signed according to the Digital Administration Code, (*Codice amministrazione digitale*) Lgs. Decree. n. 82/2005 and its amendments and integrations.