COMPETITION ANNOUNCEMENT FOR ADMISSION TO THE SECOND CYCLE DEGREE PROGRAMME (LAUREA MAGISTRALE) IN
PUBLIC AND CORPORATE COMMUNICATION
ACADEMIC YEAR 2021/2022

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THE DIRECTOR OF THE STUDENT REGISTRY MANAGEMENT OFFICE

HAVING REGARD TO

Law no. 264 of 02.08.1999 regulating access to university courses;

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;

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 2021/2022.

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 ones, as long as the graduate has gained at least 50 credits in the following scientific disciplinary sectors:

- M- FIL/05 Philosophy and theory of languages
- L-LIN/01 Glottology and general linguistics;
- L-FIL-LET/12 Italian linguistics
- M-STO/04 Contemporary history; M-STO/05 Modern history
- INF/01 Computer science or ING-INF/05 Information processing systems
- 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
- L-LIN/12 Language and translation - English language
- 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
Candidates in possession of university qualifications gained abroad and recognized as eligible by the University can be admitted.

Students enrolled in the final year of first cycle degree courses, who have gained at least 156 credits at the time of the admission exam, can be admitted to the programme provided they graduate by 31 December 2021.

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.

The suitability of the foreign qualification is in any case evaluated by the University in compliance with the aforementioned provisions and in application of the bilateral agreements in force.

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
- 30 places for non-European candidates residing abroad applying for a visa

Art. 3 - Admission procedure and deadline

All applicants must register online by the deadlines set in art. 10. The application must be submitted online, according to the following procedure:

1. Register on the University portal: https://registrazione.unimi.it/reg_utenti_esterni/ENG/registrazione/form.html (not required for those already registered on the portal or in possession of university login credentials);
2. Log in the online services for admission to Master programmes with an entrance examination, using university credentials: https://www.unimi.it/en/study/student-services/technology-and-online-services/online-services-former-sifa;
3. Choose the programme
   • COMUNICAZIONE PUBBLICA E D’IMPRESA or
4. **COMUNICAZIONE PUBBLICA E D’IMPRESA (PER RICHIEDENTI VISTO**-for VISA APPLICANTS)
   and fill the online application with the requested data;

4. Pay the fee of € 30,00 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. 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.

The online admission application cannot be modified, nor can it be supplemented with further documentation once confirmed.

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 **6 September 2021** 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 at least 24 hours before the test.

Candidates will be required to show a valid identity document (preferably the one indicated during the online application). The exam will start after the identification.

Candidates who arrive 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:
Current events: we also suggest keeping up-to-date on current news and latest events.

Art. 5 - Disabled candidates

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.

In case of outdated certification, students are recommended to update the documentation, which will be requested after enrollment in order to take advantage of the measures provided for in the university course.

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

Art. 6 - Candidates with SLD

In order to ensure equal opportunities during the exam, applicants in possession of suitable certification of specific learning disabilities (SLD) under Law 170/2010, issued by the National Health Service, or by accredited specialists or facilities, together with a document of compliance of the relevant Health Authority (Azienda Sanitaria), must upload it during the online admission procedure.

In the event of a diagnosis dating back to the developmental age that exceeds three years from the issue, students are recommended to update the documentation, which will be requested after enrollment in order to take advantage of the measures provided for in the university course.

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 May 2021 will receive the results of the evaluation by 14 June;
2) candidates who submit their application from 1st June to 15 July 2021 will receive the results of the evaluation by 26 July, 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 31 December 2021.

Candidates who have received notification of admission must enrol online by 30 September 2021 as indicated on the page https://www.unimi.it/en/study/bachelor-and-master-study/degree-programme-enrolment/enrolment-masters-programme/masters-degree-programmes-limited-enrolment.

Art. 8 - Examining board

The examining board is appointed by the competent academic council.

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

Art. 9 - Ranking lists, enrolment and updating

9.1 Ranking lists publication

The ranking lists will be published on 10 September 2021 after 2.00 p.m. on the University’s website at the page: https://www.unimi.it/en/study/student-services/technology-and-online-services/online-services-former-sifa (Admission and Ranking Lists - Degree Programmes).

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. Candidates will not receive any communication. They must personally consult the enrolment
deadlines, updating of the ranking lists and every other information published on the webpage of the chosen degree programme.

Enrolment of undergraduates will be validated only if they obtain their Bachelor’s degree by 31 December 2021.

9.2 Enrolment and Updating of the ranking list

Candidates who, based on the number of places available, are winners, must enroll within the deadlines indicated in Article 10 using the online Master's Degree Enrollment Service accessible directly from the ranking page.

Graduands will be admitted with reserve until graduation, which must take place by 31 December 2021:

- Graduands enrolled in a degree course of this University will receive at their University email address the form to be returned to the Segreteria Studenti within the enrollment deadline, using the Informastudenti Service https://www.unimi.it/en/study/student-services/welcome-desk-informastudenti.

- Graduands from other universities must enroll by accessing the online Enrollment Service and communicate their degree data by accessing the Enrollment Confirmation Online Service by 31 December 2021.

Places left vacant after the deadline for enrolment are assigned to the next students in the ranking list until the complete assignment of the scheduled places, with the deadlines indicated in art.10.

Failure to enroll within the deadlines and in the manner provided will be considered an automatic renunciation.

Detailed information on the enrollment procedure is published on the website at the page: https://www.unimi.it/en/study/bachelor-and-master-study/degree-programme-enrolment/enrolment-masters-programme/masters-degree-programmes-limited-enrolment

9.3 Applicants with qualifications gained abroad

Candidates with qualifications gained abroad will be required to submit compulsorily the following documents during the online enrolment application:

- First cycle degree (BSc. or equivalent), and its translation in Italian, English, French, Spanish or German (translation non required when the Diploma Supplement is provided)
- Copy of High school diploma in Italian, English, French, Spanish or German
- Italian tax code
- Study Visa (only for non Eu candidates residing abroad)
To complete the enrolment they are also required to submit compulsorily the following documentation to the International Students Office, through the Informastudenti online Service (see the page [https://www.unimi.it/en/study/student-services/welcome-desk-informastudenti](https://www.unimi.it/en/study/student-services/welcome-desk-informastudenti)) by 29 October:

- "Dichiarazione di valore in loco" issued by the Italian diplomatic mission in the country in which the degree was obtained, or Diploma Supplement, or statement of validity issued by ENIC_NARIC centres or by diplomatic missions resident in Italy
- valid residence permit (only for non-EU candidates)

Verification of the validity of qualifications gained abroad is conducted on presentation of the official documents. Until then, candidates are admitted to the programme conditionally and may be excluded from the ranking lists if they prove not to have the necessary qualifications.

The International Students Office is available by appointment. For the reservation please refer to the Informastudenti Service at the page [https://www.unimi.it/en/study/student-services/welcome-desk-informastudenti](https://www.unimi.it/en/study/student-services/welcome-desk-informastudenti).

**Art. 10 - Deadlines summary**

**For European and equivalent candidates**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration for the exam on Unimi website</td>
<td>From 29 March to 30 August, 2.00 p.m.</td>
</tr>
<tr>
<td>Sit the exam</td>
<td>6 September 2021</td>
</tr>
<tr>
<td>Ranking list publication on Unimi website</td>
<td>10 September 2021, 2.00 p.m.</td>
</tr>
<tr>
<td>Enrolment</td>
<td>Within 17 September 2021, 2.00 p.m.</td>
</tr>
<tr>
<td>First update</td>
<td>From 21 to 24 September 2021</td>
</tr>
<tr>
<td>Following updates</td>
<td>within 27 September 2021, 2:00 p.m.</td>
</tr>
</tbody>
</table>

**For non-European candidates applying for Visa**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration on Unimi portal</td>
<td>From 29 March to 15 July, 2.00 p.m.</td>
</tr>
<tr>
<td>Communication of results (by application date)</td>
<td>Within 14 July 2021 or 26 July 2021</td>
</tr>
<tr>
<td>Online Enrolment</td>
<td>Within 30 September 2021, 2.00 p.m.</td>
</tr>
</tbody>
</table>

**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 refer to the Informastudenti Service [https://www.unimi.it/en/study/student-services/welcome-desk-informastudenti](https://www.unimi.it/en/study/student-services/welcome-desk-informastudenti) by selecting the category: “iscriversi”.

Milan, 26 March 2021
Rep. Reg. 4990/21 del 29/03/2021

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.