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**CALL FOR APPLICATIONS FOR ADMISSION
TO THE SECOND CYCLE DEGREE
PROGRAMME (LAUREA MAGISTRALE) IN:
PUBLIC AND CORPORATE COMMUNICATION (LM-59)
ACADEMIC YEAR 2024/2025**

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A call for application for admission to the Master Degree programme in Public and Corporate Communication (Class LM-59) for the 2024/2025 academic year is issued.

For Italian and EU candidates and equivalent (not applying for a VISA), admission is subject to an entry test.

For non-EU candidates applying for a VISA, the selection will be made by an appointed Committee who will evaluate individual candidates on the basis of their academic and personal CV. More information is available at art. 1 and 8.1.

Art. 1 - Deadlines summary

Italian, EU residents and equivalent not applying for a Visa	
Steps	Deadlines
Application	from 14 March to 26 August 2024, 2.00pm
Entry test	3 September 2024, 9.30am
Ranking list publication	10 September 2024, 2.00pm
Enrolment	From 10 to 17 September 2024, 2.00pm
First update	From 18 to 24 September 2024
Further updates	From 25 September 2024, 2.00pm
SLAM's English entry test	24 September 2024

Non-EU Candidates Applying for a Visa	
Steps	Deadlines
Application	from 14 March to 30 May 2024
Ranking list publication	by 12 June 2024 at 2.00pm
Enrolment	From 12 to 19 June 2024, 2.00pm
First update and enrolment deadline	From 20 June, 2.00 pm to 3 July 2024, 2.00pm
Second update and enrolment deadline	From 4 to 16 July 2024, 2.00pm
Further updates	From 17 July 2024, 2.00pm

Art. 2 - Admission requirements

Admission to the Master Degree Programme requires candidates to hold a degree in the following degree classes: 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, to hold a degree in a



different class, under condition that the candidate has already obtained at least 50 ECTS in the following academic fields:

- INF/01 Informatica (Computer Science); ING-INF/05 Sistemi di elaborazione delle informazioni (Information processing systems);
- IUS/01 Diritto privato (Private law); IUS/04 Diritto commerciale (Business law); IUS/08 Diritto costituzionale (Constitutional law); IUS/09 Istituzioni di diritto pubblico (Institutes of public law); IUS/10 Diritto amministrativo (Administrative law); IUS/13 Diritto internazionale (International law); IUS/14 Diritto dell'unione europea (EU law);
- L-ART/03 Storia dell'arte contemporanea (Contemporary history of art); L-ART/05 Storia del teatro e dello spettacolo (History of theatre and performing arts); L-ART/06 Cinema, fotografia e televisione (Cinema, photography and television);
- L-FIL-LET/10 Letteratura italiana (Italian literature); L-FIL-LET/11 Letteratura italiana contemporanea (Contemporary Italian literature); L-FIL-LET/12 Linguistica italiana (Italian linguistics)
- L-LIN/01 Glottologia e linguistica generale (Historical and general linguistics); L-LIN/12 Lingua e traduzione - lingua inglese (Language and translation - English language);
- M-FIL/05 Filosofia e teoria dei linguaggi (Philosophy and language theory)
- M-PSI/01 Psicologia generale (General psychology); M-PSI/05 Psicologia sociale (Social psychology); M-PSI/06 Psicologia del lavoro e delle organizzazioni (Work psychology)
- M-STO/04 Storia contemporanea (Contemporary history); M-STO/05 Storia moderna (Modern history);
- SECS-P/01 Economia politica (Political economy); SECS-P/02 Politica economica (Economic politics); SECS-P/06 Economia applicata (Applied economics); SECS-P/07 Economia aziendale (Business economics); SECS-P/08 Economia e gestione delle imprese (Business economics and management); SECS-P/10 Organizzazione aziendale (Management company organization);
- SECS-S/01 Statistica (Statistics); SECS-S/05 Statistica sociale (Social statistics);
- SPS/04 Scienza politica (Political science); SPS/07 Sociologia generale (Sociology); SPS/08 Sociologia dei processi culturali e comunicativi (Communication and cultural process sociology); SPS/09 Sociologia dei processi economici e del lavoro (Work and economic process sociology); SPS/10 Sociologia dell'ambiente e del territorio (Environmental and landscape sociology); SPS/11 Sociologia dei fenomeni politici (Political sociology).

Candidates with an equivalent qualification gained abroad and recognized as suitable by the University can also be admitted to the course.



The application is also opened to students enrolled to the final year of the first-degree cycle programmes, in Italy or abroad, provided they graduate by 31 December 2024.

Proficiency in English at a B2 level or higher per the Common European Framework of Reference for Languages (CEFR) is required for admission and will be assessed as indicated in Art. 6.

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 eligibility of foreign qualifications is in any case assessed by the University, in accordance with applicable ministerial guidelines and bilateral agreements.

Art. 3 - Number of places available

The number of places available is determined as follows:

- 200 places for EU residents and equivalent
- 30 places for NON-EU students living abroad applying for VISA
- 3 places for Marco Polo program

Art. 4 - Admission procedure and deadline

Application to the entry test must be submitted within the deadlines indicated in art. 1, according to the following procedures:

1. register on the University portal through the page:
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 or SPID);
2. sign up to the Services for admission to *Master programmes with an entrance examination*, using university credentials or SPID:
<https://www.unimi.it/en/study/student-services/technology-and-online-services/online-services-former-sifa>;
3. choose the programme and fill the online application with the requested data:
 - PUBLIC AND CORPORATE COMMUNICATION
 - or
 - PUBLIC AND CORPORATE COMMUNICATION (VISA APPLICANTS)
4. upload the requested documents and the language proficiency certifications, if any;
5. 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:

Graduates and graduands in other Italian Universities

- Transcript of records including courses, marks, ECTS and academic field.

Graduates and graduands with foreign qualification

- Diploma supplement or, alternatively, an official document released by the University, certifying the qualification obtained/the course of enrolment and the transcript of records including courses, marks, ECTS and academic field. The documentation is accepted in Italian, English, French, Spanish or German;
- Certification declaring the grade system used by the University;
- Passport (or other valid ID);
- Curriculum vitae (only for NON-EU candidates applying for VISA);

NON-EU candidates applying for a VISA must not take the entry test, since they will be evaluated by an appointed Committee on the basis of their academic and personal CV.

Graduands, besides their personal details, will need to upload a transcript of records, stating the registered exams on their career and indicating the marks and ECTS. In addition, they will be requested to upload a document indicating the exams already passed but not yet registered in the career, the exams not yet taken and the expected date of graduation.

A receipt is issued at the end of the application procedure, which confirms the correct upload of the application request.

The online admission application cannot be amended, nor can it be completed with additional documents once it has been submitted.

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

Art. 5 - Admission exam schedule and ranking list formulation criteria

The admission test will take place on **3 September 2024 at 9.30 pm**, at Facoltà di Scienze Politiche, Economiche e Sociali, in Via Conservatorio 7, Milano.

Candidates will be requested to show a valid ID, preferably the same one uploaded in the application form. The exam will start at the end of the identification procedures and candidates without any document or non-valid documents will not be accepted to the test.

The test will be bilingual (Italian and English) and will consist in a multiple-choice quiz, to assess the candidates' knowledge of communication theory, computer



science, marketing, statistics and current events.

The admission exam answers are scored as follows:

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

The ranking list will also be formulated on the basis of the degree mark (for graduate candidates) and the grade point average (for graduands candidates).

Specifically, the ranking will be calculated as follows:

- Degree mark/grade point average: 40%
- Communication theory: 25%
- Computer science: 10%
- Marketing: 10%
- Statistics: 10%
- Current events: 5%

In the event of equal score point, priority is given to the candidate with the better score in the test. In the event of further equality, priority is given to the younger one.

During the test, candidates must not use books, manuscripts, handwritten notes, calculators, smartphones or any said device at the beginning of the exam, except for the personalized supports for candidates with invalidity, disability or with SLD.

The academic 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.

Suggested handbooks to prepare the entry exam:

Italian Version:

Marketing:

P. Kotler, G. Armstrong, *Principi di marketing*, Pearson, edizione recente.

Teorie della comunicazione:

G. Balbi, P. Magaudda, *Storia dei media digitali*, Laterza, 2014.

Informatica:

L. Snyder, R. Henry, A. Amoroso, *Fluency. Conoscere e usare l'informatica*, Pearson, settima edizione.

Statistica:

A. Agresti, B. Finlay, *Metodi statistici di base e avanzati. Per le scienze sociali*, Pearson



(2020).

P. Natale, *La ricerca sociale* (in particolare i capitoli 3 e 4), Laterza, 2007 o seguenti.

English version

Kotler-Armstrong, *Principles of Marketing*, Prentice Hall, 2016 - Any recent edition. Balbi, P. Magaudda, *A history of digital media*, Routledge, 2018.

L. Snyder, R. Henry, *Fluency with information technology*, Pearson, 7th edition (or any recent edition).

A. Agresti, B. Finlay, *Statistical methods for the social sciences*, Pearson (any recent edition).

Current events: a good level of newspapers-reading is recommended.

Art. 6 - English proficiency test

Proficiency in English at a B2 level or higher per the Common European Framework of Reference for Languages (CEFR) is required for admission.

The B2-level requirement will be ascertained by the University Language Centre (SLAM) upon admission as follows:

- Language certificate of B2 or higher level issued no more than three years before the date of admission application. You will find the list of language certificates recognized by the University at: <https://www.unimi.it/en/node/39322>. The certificate must be uploaded when submitting the online application;
- English level achieved during a University of Milan degree programme and certified by the University Language Centre (SLAM) no more than four years before the date of admission application, including levels based on language certificates submitted by the applicant during their Bachelor's degree at the University of Milan. In this case the process is automatic, the applicant does not have to attach any certificates to the application;
- Placement test administrated by the University Language Centre (SLAM) will be held on **24 September 2024**, according to the calendar published on the website: (<https://www.unimi.it/en/node/39267/>)

All those who fail to submit a valid certificate or do not meet the required proficiency level will be instructed during the admission procedure to take the placement test.

Applicants who do not take or pass the placement test will be required to obtain a language proficiency certificate recognized by the University (see <https://www.unimi.it/en/node/39322>) and deliver it to the SLAM via the InformaStudenti service by the deadline fixed for the master's programme (<https://www.unimi.it/en/node/39267/>).



Applicants who do not meet the requirement by said deadline will not be admitted to the master's degree programme and may not sit any further tests.

Art. 7 - Ranking lists publication, enrolment and updating

7.1 Ranking list publication

The ranking list will be published on **10 September 2024, after 2.00pm** on the University's website <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 a VISA, whose reserved places can be found in art. 3, will be evaluated on the basis of their curriculum. All the deadlines and information can be found in art. 9.1 and 1.

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.

7.2 Enrolment and updating of the ranking lists

Place winners must enrol online following the deadlines indicated in art. 1, through the following online service:

<https://studente.unimi.it/immatricolazioni/magistrale/checkLogin.asp>.

Graduands will be admitted under condition until their graduation, which must be obtained no later than 31 December 2024:

- Graduands from UNIMI must fill in the form that will be sent to their UNIMI e-mail address and return it within the deadline of the enrolment to the Students Registrar through [Informastudenti](#).
- Graduands from other Universities must enrol following the procedure described at the webpage <https://www.unimi.it/en/study/bachelor-and-master-study/degree-programme-enrolment/enrolment-masters-programme/masters-degree-programmes-limited-enrolment>. Once they graduate, within 31 December 2023, must communicate the degree information details through the [Enrolment confirmation service](#).

Places left vacant after the deadline for enrolment indicated in art. 1 are assigned to the next students in the ranking list, until all the available places are assigned, as per the dates indicated in art. 1.

Failing the enrolment within the deadlines and in the manners indicated will be considered as withdraw of the assigned place.



Detailed information on the enrollment procedure is published on the website on the Master's programs <https://www.unimi.it/en/study/bachelor-and-master-study/degree-programme-enrolment/enrolment-masters-programme/masters-degree-programmes-limited-enrolment>.

Art. 8 - Request for additional time and/or specific aids or compensatory tools for candidates with invalidity, disability or diagnosed with SLD

Candidates with invalidity, disability or specific learning disabilities (SLD) must upload during the online application the following documentation:

- certification of civil invalidity and/or recognition of the state of handicap pursuant to law 104/1992 for candidates with disabilities;
- for candidates with specific learning disabilities (SLD), SLD certificates must be issued by the National Health Service, by an authorized private medical team or by a private specialist pursuant to Law 170/2010, and must be accompanied by a document of compliance issued by the competent health authority (if the applicant was a minor when the certificate was issued, documents older than three years will not be accepted).

Candidates can be admitted to the test with the medical certification they possess, even if not updated due to the limitation for the Covid-19 emergency, an integration of the documentation expected will be requested.

Applicants from EU countries and non-EU countries residing abroad with invalidity, disability or with SLD who intend to take advantage of personalized supports, must submit certification (legalized, where required by current international standards) attesting the status of invalidity, disability or DSA issued in the country of residence, accompanied by a translation, sworn or certified by the Italian diplomatic missions, conforming to the original text, in Italian or in English.

For information, contact the Office for students with disabilities / with SLD at the e-mail address: ausili.ammissioni@unimi.it.

Art. 9 - Candidates with qualifications gained abroad

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 eligibility of foreign qualifications is in any case assessed by the University, in accordance with applicable ministerial guidelines and bilateral agreements.

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

- Admission fee receipt;



- Copy of High school diploma legalized by the authorities of the issuing country, with an official Italian translation;
- First cycle degree (BSc. or equivalent) legalized by the authorities of the issuing country, with an official Italian translation (*translation not required when the Diploma Supplement is provided*);
- Statement of validity (Dichiarazione di Valore in loco) issued by the Italian Embassy in the country where the qualification was obtained or CIMEA [Statement of Comparability](#) or Statement of validity issued by other ENIC-NARIC centres. If available, the **Statement of Correspondence** processed through the [ARDI platform](#), together with the **Statement of Verification** issued by CIMEA, replace the CIMEA **Statement of Comparability**.
- Copy of a valid Residence permit (only for non-EU citizens);
- Italian tax code;
- Identity document (passport or EU ID).

Upper secondary school diplomas, post-secondary and university certificates are accepted in Italian as well as in French, English, German or Spanish.

The certified translation of the university degree and the related Declaration of Value/statement of validity can be replaced by the Diploma Supplement issued by the universities of countries belonging to the European Higher Education Area.

In addition to these documents, **non-EU students applying for a visa** are required to submit the following:

- University pre-enrolment application receipt;
- Student visa.

Candidates who do not hold the required documentation when enrolling have to submit it **by 28 November 2024** through the dedicated online service available on the [International enrolment in degree programmes](#) page.

The validity of international qualifications is verified upon submission of the official documents. Until then, candidates are admitted to the programme conditionally, and may be rejected if they are found not to meet the requirements.

9.1 - Non-EU Candidates Applying for a VISA

The deadline to submit the application for this category of students is 30 May 2024.

The result of the evaluation will be sent by email at the address used to make the application request **by 12 June 2024**.

Admitted candidates must enrol within the deadlines and the manners indicated in art. 7.2 **by 19 June 2024, 2.00pm**.

Admitted candidates will be able to enrol only if there is still availability of places



reserved left.

All students falling under this category are required to apply for pre-enrolment through [University](#) by **31 July 2024**.

The admission to the course is in any case subordinate to gaining the degree or equivalent qualification by **31 December 2024**.

Art. 10 - 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. 11 - University fees and right to University education

All information on university tuition fees and the right to University education (scholarships, canteens, accommodations) is available on the pages:

<https://www.unimi.it/en/study/bachelor-and-master-study/fees-and-how-pay-them>

and <https://www.unimi.it/en/study/financial-support>.

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 Emanuela Dellavalle (Managing Director of the Student Registrar and Education Incentive Programmes Division).

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>) by selecting the category: “Enrolment - Enrolment, test and ranking list”.