



**UNIVERSITA' DEGLI STUDI DI MILANO**  
**PROGRAMME DESCRIPTION - ACADEMIC YEAR 2020/21**  
**BACHELOR**  
**Communication and Society (Classe L-20)**  
**Enrolled from 2014/2015 academic year**

### **HEADING**

<b>Degree classification - Denomination and code:</b>	L-20 Communication studies
<b>Degree title:</b>	Dottore
<b>Length of course:</b>	3 years
<b>Total number of credits required to complete programme:</b>	180
<b>Years of course currently available:</b>	1st , 2nd , 3rd
<b>Access procedures:</b>	Cap on student, student selection based on entrance test
<b>Course code:</b>	B17

### **PERSONS/ROLES**

#### **Head of Study Programme**

Prof.ssa Paola Rebughini

#### **Tutors - Faculty**

Tutor per l'orientamento - Prof. Federico Boni

Tutor per la mobilità internazionale e l'Erasmus - Prof. Sergio Splendore

Tutor per stage e tirocini - Prof. Marco Gambaro

Tutor per laboratori e altre attività - Dott.ssa Alessia Corti

#### **Degree Course website**

<https://ces.cd.l.unimi.it>

Email: [comunicazione@unimi.it](mailto:comunicazione@unimi.it)

### **CHARACTERISTICS OF DEGREE PROGRAMME**

#### **General and specific learning objectives**

Students in the degree program in Communication and Society will receive an academic education that is also geared toward real-world practice. They will acquire a deep understanding of communication theories and develop comprehensive knowledge in the field of media and communication. The goal is for students to develop critical judgment and competences from various perspectives (political, economic, cultural, juridical, sociological, psychological). The program aims to prepare students for a career in different sectors of the cultural industries (publishing, radio, television, new media), corporate communication, advertising and consumer marketing, or to work in communication studies and media consulting, political and civic education, or intercultural communication. One of the program's primary goals is to enable students to work professionally both at the national and at the international level in private companies, the public administration and the private third sector. Our co-operative education and experiential learning opportunities enable students to develop and apply their skills in other professional contexts such as editorial and journalistic functions in the audiovisual sector and with new technologies, providing the language skills to work with at least two foreign languages (especially English) and to use Italian effectively.

#### **Expected learning outcomes**

The course allows to acquire basic skills and specific skills in the media sectors that allow the graduate to perform professional tasks in the various apparatus of the cultural industries (publishing, radio, television, digital media) and in the fields of enterprise communication, advertising and consumption; Competences relating to new communication and information technologies that allow to carry out communication and public relations activities both in private companies, in public administration and in the private social sector; Skills required for editorial activities and journalistic functions, including in the audiovisual sector and new technologies; Basic skills necessary for the production of texts for the cultural industry (screenplays for advertising, video, audiovisual); Skills needed to use two foreign languages (one of which is necessarily English) and skills and knowledge for the effective use of the Italian language.

#### **Professional profile and employment opportunities**

The degree in Communication and Society enables professional outlets in the many sectors and fields of enterprise communication and political and social communication, public and private organizations, national and international, industry Cultural, publishing, market research, business, digital economy, as press officers, advertisers and public communicators,

experts in the management of companies, publishing companies, distance learning, methodologies (surveys, databases, etc.), communication campaigns.

## Notes

### OFA

In order to be entitled to sit the English language exam included in their degree program, students are required to certify their knowledge of the English language at the B1 level. This level can be certified in one of the following ways:

- By submitting their language certificate, taken no more than 3 years before its submittal and attesting a B1 or higher level (for the list of the language certificates accepted by the University of Milan, please refer to the website: <http://www.unimi.it/studenti/100312.htm>). Students can submit their language certificate during the immatriculation procedure or send it to the Language Centre of the University of Milan (SLAM) via Infostudente service.
- By sitting the Placement Test run by SLAM, during the first year exclusively, from September to December. Should they not pass the Placement Test, students will have to attend the English language courses organized by SLAM. All students who do not have a valid language certificate must sit the Placement Test. Those students who do not sit the Placement test by December or do not pass the end of course test in one of the 6 attempts granted will have to get a language certificate outside the University of Milan within the year in which the English language exam is scheduled according to their degree program.

## **EXPERIENCE OF STUDY ABROAD AS PART OF THE TRAINING PROGRAM**

The University of Milan supports international mobility by providing its students with the opportunity to spend study and internship periods abroad. It is a unique chance to enrich your educational path in a new exciting environment.

The agreements entered into by the University with over 300 universities from 30 different countries under the European Erasmus+ programme allow regularly enrolled students to carry out part of their studies at one of the partner universities or to undertake internships at companies, training and research centres and other organizations.

Similar international mobility opportunities are provided outside Europe, through agreements with a number of prestigious institutions.

### **Study and internships abroad**

The BA in Communication and Society, through the Department of Social and Political Sciences, has signed exchange agreements with the Australian Universities "University of South Australia" (Adelaide) and "Griffith University" (Brisbane), and the US University "John Cabot University" (Rome). With the latter the agreement is of "double degree", which requires the mandatory attendance for three semesters.

Students can attend a semester in the faculties and graduate courses of the Australian universities specified in the agreements, and their Australian exams will be recognized in Milano, as in the Erasmus program. An excellent knowledge of the English language, properly certified, is required to participate. Special calls establish other conditions to enter the selection. These exchanges do not enjoy any financial support from the University of Milano.

### **How to participate in Erasmus mobility programs**

The students of the University of Milan can participate in mobility programmes, which last 3 to 12 months, through a public selection procedure.

Ad hoc commissions will evaluate:

- the candidate's proposed study programme abroad
- his/her foreign language proficiency
- the reasons behind his/her application

Call for applications and informative meetings

The public selection generally begins around February each year with the publication of a call for applications specifying the destinations, with the respective programme duration, requirements and online application deadline.

Every year, before the deadline for the call, the University organizes informative meetings to illustrate opportunities and rules for participation to students.

### Erasmus+ scholarship

The European Union grants the winners of the Erasmus+ programme selection a scholarship to contribute to their mobility costs, which is supplemented by the University funding for disadvantaged students.

### Language courses

Students who pass the selections for mobility programmes can benefit from intensive foreign language courses offered each year by the University.

Learn more at <https://www.unimi.it/en/international/study-abroad/studying-abroad-erasmus>

For assistance, please contact:

International Mobility Office  
 Via Festa del Perdono 7 (first floor)  
 Tel. 02 503 13501-12589-13495-13502  
 E-mail: mobility.out@unimi.it  
 Desk opening hours: Monday to Friday 9 am - 12 noon

<b>1st COURSE YEAR Core/compulsory courses/activities common</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Constitutional and Media Law	12	IUS/09, IUS/10
Contemporary History	6	M-STO/04
English	9	L-LIN/12
Italian Language Workshop	3	L-LIN/01
Media Economics	9	SECS-P/06
Psychology of Communication	9	M-PSI/06
Sociolinguistics	9	L-LIN/01
Sociology and Culture	9	SPS/08
Total compulsory credits		66
<b>2nd COURSE YEAR Core/compulsory courses/activities common</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Communications Culture	9	SPS/08
Digital Media	9	L-ART/06
Information Technology	6	INF/01
IT Workshop	3	INF/01
Marketing and Business Strategies	9	SECS-P/08
Research Methods in the Social Sciences	12	(6) SECS-S/01, (6) SPS/07
Social History of the Media	6	M-STO/04
Sociology of Communication	9	SPS/08
Total compulsory credits		63
<b>3rd COURSE YEAR Core/compulsory courses/activities common</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
European Media Law	6	IUS/14
Languages of the Media	6	L-LIN/11
Total compulsory credits		12
<b>Activites chosen by the student</b>		
<b>Students must achieve 6 CFU in one of the following topics</b>		
Data Protection Law	6	IUS/08
Economics of Advertising	6	SECS-P/08
Freedom of Speech and Expression	6	IUS/08
<b>Students must achieve 6 CFU in one of the following topics</b>		
Qualitative research in social organization	6	SPS/07
Sociology of Cultural Processes	6	SPS/08
Sociology of Family and Life Course	6	SPS/08
<b>Students must achieve 6 CFU in one of the following topics</b>		
Global Processes of Information Society	6	SPS/07
Human Resources Organization	6	SECS-P/10
<b>Other learning activities chosen by the student</b>		
<b>Students must achieve 12 CFU of free choice</b>		
<b>Students must achieve 3 CFU with workshop or internship</b>		
<b>Final learning activities</b>		
Final Exam	6	
Total compulsory credits		6

## **COURSE PROGRESSION REQUIREMENTS**

The following topics are preparatory to the courses of the third year:  
 Economy and industry of the media  
 English as foreign language  
 Sociolinguistic  
 Workshop of Italian language  
 Psychology of communication

Sociology and culture  
Contemporary history  
Information and constitution

Moreover:

Sociology and culture is preparatory to Sociology of communication, Intercultural communication, Cultures of communication and Digital Media

Marketing and business strategy is preparatory to Economy and technique of advertising.