



**UNIVERSITA' DEGLI STUDI DI MILANO**  
**PROGRAMME DESCRIPTION - ACADEMIC YEAR 2024/25**  
**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. Sergio Splendore

#### **Tutors - Faculty**

Tutor per l'orientamento - Prof. Federico Boni

Tutor per la mobilità internazionale e l'Erasmus - Prof. Diego Ceccobelli

Tutor per stage e tirocini - Prof. Sergio Splendore

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

#### **Degree Course website**

<https://ces.cdl.unimi.it>

#### **Degree Course Tutor Contacts**

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

#### **Information on services for students with disabilities can be found here:**

<https://www.unimi.it/it/studiare/servizi-gli-studenti/servizi-studenti-con-disabilita>

#### **Information on services for students with DSA can be found here:**

<https://www.unimi.it/it/studiare/servizi-gli-studenti/servizi-studenti-con-dsa>

### **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.

### **Initial knowledge required**

Admission to the degree programme requires applicants to have a high school diploma or an equivalent suitable qualification from abroad.

To be admitted to the course students must sit an examination to check their linguistic-communication capabilities, in addition to taking an online test (TOLC-E) organised by the Consortium of Interuniversity Integrated Access Systems (CISIA). Subject knowledge for admission will be deemed acceptable if the scores in the selection band have been achieved. Students whose score is lower than the value stated in the selection band, limited to the area of verbal comprehension, will be assigned an additional learning obligation (OFA), which must be met and approved within the first year of the course.

The University organises specific tutoring support for the successful completion of the OFA. Additional information is available on the University study portal of the Faculty of Political, Economic & Social Sciences.

If students fail to satisfy the OFA within the required timescale, the following year they will be unable to sit the examinations for the years subsequent to the first year.

#### **English OFA**

In order to fulfil the Additional Learning Requirement (Obbligo Formativo Aggiuntivo – OFA) for English and sit the English-language exam required by the study plan, students must achieve B1 proficiency per the Common European Framework of Reference for Languages (CEFR). This proficiency level may be certified as follows:

- By submitting a language certificate attesting B1 or higher level in English and issued no more than three years before the date of submission. 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 during the enrolment procedure, or subsequently to the portal <http://studente.unimi.it/uploadCertificazioniLingue>;
- By taking a placement test offered by the University Language Centre (SLAM) between October and December of the first year. Students who fail the test will be required to take a SLAM course.

The placement test is mandatory for all those who do not hold a valid certificate attesting to B1 or higher level.

Those who have not taken the placement test by the end of December or fail the end-of-course exam six times must obtain the necessary certification privately in order to fulfil the OFA and sit the English exam.

### **Compulsory attendance**

Course attendance is highly recommended.

### **Notes**

#### **OFA**

In order to fulfil the Additional Learning Requirement (Obbligo Formativo Aggiuntivo ? OFA) for English and sit the English-language exam required by the study plan, students must achieve B1 proficiency per the Common European Framework of Reference for Languages (CEFR). This proficiency level may be certified as follows:

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#### **Computer skills**

Students who are supposed to earn 3 credits (CFU) for basic computer skills, as provided by their degree programme, have to attend the ?Computer Science Course? through the e-learning platform of the project called ?3CFU Informatica? accessible at the following link: <https://3cfuinformatica.unimi.it> .

It is a blended course with a compulsory final exam.

The first exam session is scheduled for January, and more will follow according to a calendar to be made available on the course delivery platform.

Students who have already fulfilled an ICT Assessment during their previous studies should submit the related certification to their degree Secretariat, seeking its acknowledgement: it will be evaluated and they will receive a positive or negative

feedback.

The ?Computer Science Course 3CFU? course is managed by the CTU - Teaching and Learning Innovation and Multimedia Technology Centre.

## **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 the 27 EU member 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, through a public selection procedure.

Ad hoc commissions will evaluate:

- Academic career
- 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 for Erasmus+ mobility for study generally begins around February each year with the publication of a call for applications specifying destinations and requirements. Regarding the Erasmus+ Mobility for Traineeship, the University of Milan usually publishes two calls a year enabling students to choose a destination defined by an inter-institutional agreement or to find a traineeship position on their own.

The University organizes informative meetings to illustrate mobility opportunities and rules for participation.

Erasmus+ scholarship

The European Union grants the winners of the Erasmus+ programme selection a scholarship to contribute to their mobility costs, which may be 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 Language Centre (SLAM).

<https://www.unimi.it/en/node/8/>

Learn more at <https://www.unimi.it/en/node/274/>

For assistance, please contact:

International Mobility Office

Via Santa Sofia 9 (second floor)

Tel. 02 503 13501-12589-13495-13502

Contacts: InformaStudenti; [mobility.out@unimi.it](mailto:mobility.out@unimi.it)

Student Desk booking through InformaStudenti

<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
English	9	L-LIN/12
History of Communication in the Contemporary Age	6	M-STO/04
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

### **2nd COURSE YEAR Core/compulsory courses/activities common**

Learning activity	Ects	Sector
Communications Culture	9	SPS/08
Computer Science Course	3	INF/01
Digital Media	9	L-ART/06
Information Technology	6	INF/01
Marketing and Business Strategies	9	SECS-P/08
Media sociology	9	SPS/08
Research Methods in the Social Sciences	12	(6) SECS-S/01, (6) SPS/07
Social History of the Media	6	M-STO/04
Total compulsory credits		63

### **3rd COURSE YEAR Core/compulsory courses/activities common**

Learning activity	Ects	Sector
Languages of the Media	6	L-LIN/11
Total compulsory credits		6

### **Elective courses**

<b>Students must achieve 6 CFU in one of the following topics</b>		
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 Information Processes	6	SPS/07
Human Resources Organization	6	SECS-P/10
<b>Students must achieve 6 CFU in one of the following topics</b>		
Digital sociology and global politics	6	SPS/08
European Media Law	6	IUS/14

### **Further elective courses**

<b>Students must achieve 12 CFU of free choice</b>		
<b>Students must achieve 3 CFU with workshop or internship</b>		

### **End of course requirements**

Final Exam	6	NA
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  
History of Communication in the Contemporary Age  
Information and constitution

Moreover:

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

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