



UNIVERSITA' DEGLI STUDI DI MILANO
PROGRAMME DESCRIPTION - ACADEMIC YEAR 2014/15
MASTER DEGREE
Public and Corporate Communication (Classe LM-59)
enrolled until 2013/2014 academic year

HEADING

Degree classification - Denomination and code:	LM-59 Advertising and business communication
Degree title:	Dottore Magistrale
Curricula currently available:	
Length of course:	2 years
Credits required for admission:	180
Total number of credits required to complete programme:	120
Years of course currently available:	2nd
Access procedures:	Cap on student, student selection based on entrance test
Course code:	B62

PERSONS/ROLES

Head of Study Programme

Prof. Gianpietro Mazzoleni

Tutors - Faculty

Prof.ssa Luisa Leonini (luisa.leonini@unimi.it)

Prof.ssa Laura Iacovone (laura.iacovone@unimi.it);

Per tutte le richieste di informazioni è possibile scrivere a bienniocom@unimi.it

Degree Course website

www.sps.unimi.it/corsi-di-laurea

CHARACTERISTICS OF DEGREE PROGRAMME

General and specific learning objectives

This degree programme aims to provide graduates from the three-year course in Communication and Society and other universities with a range of possible specialisations in the fields of professions related to public communication, corporate communication and advertising. The educational and cultural project of the course intends to offer an advanced and interdisciplinary formation with a strong opening to the worlds of enterprise in the national and international context and to communication activities within public and political organisations.

Professional profile and employment opportunities

Among the professional opportunities for graduates in Public and Business Communication are high-profile positions in the organisation and management of press agencies, external relations, and public relations firms; jobs as planners and developers of institutional, business and marketing communication; experts of e-government in local, provincial, regional and national public administrations; researchers and analysts in demoscopic and market research institutes; advocacy experts with companies, organisations and public and private bodies, also at an international level; political marketing counsellors for parties and candidates.

1st COURSE YEAR (disactivated from academic year 2014/15) Core/compulsory courses/activities common to all curricula

Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Human Resources Management (tot. credits: 9)		3	SECS-P/10
			3	SECS-P/10
			3	SECS-P/10
		Total compulsory credits	9	
Other learning activities chosen by the student for all curricula				
Final learning activities for all curricula				
	Prova finale		21	
		Total compulsory credits	21	

ACTIVE CURRICULA LIST

Marketing and Corporate Communication Course years currently available: 2nd
Social and Political Communication Course years currently available: 2nd

CURRICULUM: [B62-A] Marketing and Corporate Communication

1st COURSE YEAR (disactivated from academic year 2014/15) Electives Curriculum-specific features Marketing and Corporate Communication				
	Economia della comunicazione (tot. credits: 9)		3	SECS-P/06
			3	SECS-P/06
			3	SECS-P/06
	Public relations (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Relazioni pubbliche (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Communication methods and techniques (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Metodi e tecniche della comunicazione (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Market regulation and Business practices (tot. credits: 9)		3	IUS/10
			3	IUS/10
			3	IUS/10
	Analisi dei dati (tot. credits: 9)		3	SECS-S/01
			3	SECS-S/01
			3	SECS-S/01
	Public Opinion Analysis (tot. credits: 9)		3	SPS/07
			3	SPS/07
			3	SPS/07
	Sociology of consumption (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Sociology of globalization (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Marketing progredito (tot. credits: 9)		3	SECS-P/08
			3	SECS-P/08
			3	SECS-P/08
	Marketing (advanced) (tot. credits: 9)		3	SECS-P/08
			3	SECS-P/08
			3	SECS-P/08
	Languages of advertising (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Linguaggi della pubblicità (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Web communication (tot. credits: 9)		3	INF/01
			3	INF/01
			3	INF/01
2nd COURSE YEAR Electives Curriculum-specific features Marketing and Corporate Communication				
	Corporate communication (advanced) (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Comunicazione di impresa progredito (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Consumer and shopping behavior (edizione in italiano) (tot. credits: 9)		3	SECS-P/08
			3	SECS-P/08
			3	SECS-P/08
	Consumer and shopping behaviour (tot. credits: 9)		3	SECS-P/08
			3	SECS-P/08

CURRICULUM: [B62-B] Social and Political Communication**1st COURSE YEAR (disactivated from academic year 2014/15) Core/compulsory courses/activities common Curriculum-specific features Social and Political Communication**

Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Diritto dell'informazione progredito (tot. credits: 9)		3	IUS/10
			3	IUS/10
			3	IUS/10
	Political communication (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Public Opinion Analysis (tot. credits: 9)		3	SPS/07
			3	SPS/07
			3	SPS/07
	Sociology of globalization (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
Total compulsory credits			36	

Electives Curriculum-specific features Social and Political Communication

	Communication methods and techniques (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Metodi e tecniche della comunicazione (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Public relations (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Relazioni pubbliche (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Web communication (tot. credits: 9)		3	INF/01
			3	INF/01
			3	INF/01

2nd COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features Social and Political Communication

Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Marketing politico e public affairs (tot. credits: 9)		3	SECS-P/08
			3	SECS-P/08
			3	SECS-P/08
	Comunicazione pubblica e sociale (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
Total compulsory credits			18	