



UNIVERSITA' DEGLI STUDI DI MILANO
PROGRAMME DESCRIPTION - ACADEMIC YEAR 2014/15
MASTER DEGREE
Public and Corporate Communication (Classe LM-59)
enrolled from 2014/2015 academic year

HEADING

Degree classification - Denomination and code:	LM-59 Advertising and business communication
Degree title:	Dottore Magistrale
Curricula currently available:	Communication and marketing Corporate Communication / Public Opinion research and communication methods /
Length of course:	2 years
Credits required for admission:	180
Total number of credits required to complete programme:	120
Years of course currently available:	1st
Access procedures:	Cap on student, student selection based on entrance test
Course code:	B62

PERSONS/ROLES

Head of Degree Course Coordination Council / Board

Prof.ssa Luisa Leonini

Tutors - Faculty

Prof. Marco Gambaro (marco.gambaro@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

<http://www.unimi.it/studenti/matricole/77650.htm>

CHARACTERISTICS OF DEGREE PROGRAMME

General and specific learning objectives

This degree programme aims to provide graduates with a range of specialisations in the fields of public communication, corporate communication, marketing, advertising and market and opinion research. The educational and cultural project of the course intends to offer an advanced and interdisciplinary education and training with a strong opening to the world of enterprise in the domestic and international contexts and to communication activities within public and political organisations.

<i>Other learning activities chosen by the student for all curricula</i>			
<i>Final learning activities for all curricula</i>			
Prova Finale		21	
Total compulsory credits		21	

ACTIVE CURRICULA LIST

Communication and marketing Course years currently available: 1st

CURRICULUM: [B62-C] Communication and marketing

1st COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features Communication and marketing				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Metodi e tecniche della comunicazione (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
	Diritto dell'informazione progredito		9	IUS/10, IUS/05
	Comunicazione pubblica e sociale (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Sociologia dei consumi (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
		Total compulsory credits	45	
Electives Curriculum-specific features Communication and marketing				
	Analisi dei dati (tot. credits: 9)		3	SECS-S/01
			3	SECS-S/01
			3	SECS-S/01
	Digital media and global communication		9	SPS/08
	Pubblicità e comunicazione integrata		9	SPS/08
	Comunicazione digitale		9	INF/01
	Web communication (tot. credits: 9)		3	INF/01
			3	INF/01
			3	INF/01
2nd COURSE YEAR (active from the academic year 2015/16) Core/compulsory courses/activities common Curriculum-specific features Communication and marketing				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Consumer and shopping behaviour (tot. credits: 9)		3	SECS-P/08
			3	SECS-P/08
			3	SECS-P/08
	Comunicazione d'impresa e relazioni pubbliche		9	SPS/08
		Total compulsory credits	18	

CURRICULUM: [B62-D] Corporate Communication

1st COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features Corporate Communication				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Communication research		9	SPS/07
	Economics of communication		9	SECS-P/06
	Human Resources Management (tot. credits: 9)		3	SECS-P/10
			3	SECS-P/10
			3	SECS-P/10
	Market regulation and Business practices		9	IUS/05
	Marketing (advanced) (tot. credits: 9)		3	SECS-P/08
			3	SECS-P/08
			3	SECS-P/08
		Total compulsory credits	45	
Electives Curriculum-specific features Corporate Communication				
	Data Analysis		9	SECS-S/01
	Web communication (tot. credits: 9)		3	INF/01
			3	INF/01
			3	INF/01
	Consumer culture		9	SPS/08
	Public Opinion Analysis		9	SPS/11
2nd COURSE YEAR (active from the academic year 2015/16) Core/compulsory courses/activities common Curriculum-specific features Corporate Communication				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Advertising strategy		9	SPS/08
	Corporate Communication		9	SPS/08
		Total compulsory credits	18	

CURRICULUM: [B62-E] Public Opinion research and communication methods

1st COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features Public Opinion reserch and communication methods				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Comparative political behaviour		9	SPS/11
	Political communication (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Public Opinion Analysis		9	SPS/11
	Research methods		9	SPS/07
	Survey methods		6	SPS/07
		Total compulsory credits	42	
Electives Curriculum-specific features Public Opinion reserch and communication methods				
	Communication research		9	SPS/07
	Data Analysis		9	SECS-S/01
	Web communication (tot. credits: 9)		3	INF/01
			3	INF/01
			3	INF/01
	Digital media and global communication		9	SPS/08
	Political marketing and public affairs		9	SPS/08
2nd COURSE YEAR (active from the academic year 2015/16) Core/compulsory courses/activities common Curriculum-specific features Public Opinion reserch and communication methods				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Big data and digital methods		12	INF/01, SPS/08
	Network society		9	SPS/07
		Total compulsory credits	21	