



UNIVERSITA' DEGLI STUDI DI MILANO
PROGRAMME DESCRIPTION - ACADEMIC YEAR 2016/17
MASTER DEGREE
Public and Corporate Communication (Classe LM-59)
Enrolled from 2015/2016 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 /
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 , 2nd
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 Maria Leonini (luisa.leonini@unimi.it)

Tutors - Faculty

Prof. Sergio Splendore (sergio.splendore@unimi.it)

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 www.com.unim.it

<http://www.unimi.it/studenti/matricole/77516.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.

EXPERIENCE OF STUDY ABROAD AS PART OF THE TRAINING PROGRAM

The University of Milan supports the international mobility of its students, offering them the opportunity to spend periods of study and training abroad, a unique opportunity to enrich their curriculum in an international context.

Study and internships abroad

The MA in Public and Corporate Communication, 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), the Canadian University "Prince Edward Island", and the American University "George Mason University" (Virginia, USA).

Students can attend a semester in the faculties and graduate courses specified in the agreements, and have their exams recognized, 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

To gain access to mobility programs for study purposes, lasting 3-12 months, the enrolled students of the University of Milan must attend a public selection that starts usually around the month of February each year through the presentation of specific competition announcements, which contain information on available destinations, respective duration of the mobility, requirements and deadlines for submitting the online application.

The selection, aimed at evaluating the proposed study abroad program of the candidate, knowledge of a foreign language, especially when this is a preferential requirement, and the motivations behind the request, is performed by specially constituted commissions.

Each year, before the expiry of the competition announcements, the University organises information sessions for the specific study course or groups of study courses, in order to illustrate to students the opportunities and participation rules.

To finance stays abroad under the Erasmus + program, the European Union assigns to the selected students a scholarship that - while not covering the full cost of living abroad - is a useful contribution for additional costs as travel costs or greater cost of living in the country of destination.

The monthly amount of the communitarian scholarship is established annually at national level; additional contributions may be provided to students with disabilities.

In order to enable students in economic disadvantaged conditions to participate in Erasmus+ program, the University of Milan assigns further additional contributions; amount of this contributions and criteria for assigning them are established from year to year.

The University of Milan promotes the linguistic preparation of students selected for mobility programs, organising every year intensive courses in the following languages: English, French, German and Spanish.

The University in order to facilitate the organisation of the stay abroad and to guide students in choosing their destination offers a specific support service.

More information in Italian are available on www.unimi.it > Studenti > Studiare all'estero > Erasmus+

For assistance please contact:

Ufficio Accordi e relazioni internazionali

via Festa del Perdono 7 (ground floor)

Tel. 02 503 13501-12589-13495-13502

Fax 02 503 13503

E-mail: mobility.out@unimi.it

Desk opening hour: Monday-friday 9 - 12

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

Communication and marketing Course years currently available: 1st , 2nd
 Corporate Communication Course years currently available: 1st , 2nd
 Course years currently available: 1st , 2nd

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
	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			36	

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
	Metodi e tecniche della comunicazione (tot. credits: 9)		3	SPS/08
			3	SPS/08
			3	SPS/08
	Comunicazione crossmediale		9	SPS/08

2nd COURSE YEAR 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
	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			27	

Electives Curriculum-specific features Corporate Communication

	Data Analysis		9	SECS-S/01
	Network society		9	SPS/07
	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
	Digital media and global communication		9	SPS/08
	Human Resources Management (tot. credits: 9)		3	SECS-P/10
			3	SECS-P/10
			3	SECS-P/10
	Economics of communication		9	SECS-P/06
	Research methods		9	SPS/07

2nd COURSE YEAR 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-F]

1st COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features

Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Media and Politics		9	SPS/08
	Public Opinion Analysis		9	SPS/11
	Research methods		9	SPS/07
	Survey methods		6	SPS/07
Total compulsory credits			33	

<i>Electives Curriculum-specific features</i>				
	Data Analysis		9	SECS-S/01
	Marketing (advanced) (tot. credits: 9)		3	SECS-P/08
			3	SECS-P/08
			3	SECS-P/08
	Web communication (tot. credits: 9)		3	INF/01
			3	INF/01
			3	INF/01
	Communication research		9	SPS/07
	Comparative political behaviour		9	SPS/11
	Digital media and global communication		9	SPS/08
	Political marketing and public affairs		9	SPS/08
<i>2nd COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features</i>				
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	