



**UNIVERSITA' DEGLI STUDI DI MILANO**  
**PROGRAMME DESCRIPTION - ACADEMIC YEAR 2019/20**  
**MASTER DEGREE**

**Public and Corporate Communication (Classe LM-59)**  
**enrolled from 2015/2016 to 2018/2019 academic year**

### **HEADING**

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

### **PERSONS/ROLES**

#### **Head of Degree Course Coordination Council / Board**

Prof. Luisa 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](mailto:bienniocom@unimi.it)

#### **Degree Course website**

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

<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.

### **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](http://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](mailto:mobility.out@unimi.it)

Desk opening hour: Monday-friday 9 - 12

<b>Further elective courses common to all curricula</b>			
<b>End of course requirements common to all curricula</b>			
Final Exam		21	NA
	Total compulsory credits	21	

## ACTIVE CURRICULA LIST

Communication and marketing Course years currently available: 2nd

Corporate Communication Course years currently available: 2nd

PUBLIC OPINION, MARKET AND COMMUNICATION RESEARCH Course years currently available: 2nd

## CURRICULUM: [B62-C] Communication and marketing

<b>1st COURSE YEAR (disactivated from academic year 2019/20) Core/compulsory courses/activities Curriculum-specific features Communication and marketing</b>			
Learning activity	Ects	Sector	
Marketing (advanced)	9	SECS-P/08	
Media and Information Law (Advanced)	9	(6) IUS/10, (3) IUS/05	
Public and Social Communication	9	SPS/08	
Sociology of Consumption	9	SPS/08	
	Total compulsory credits	36	
<b>Elective courses Curriculum-specific elective courses for Communication and marketing</b>			
Data Analysis	9	SECS-S/01	
Digital media and global communication	9	SPS/08	
Advertising and Integrated Communication	9	SPS/08	
Digital communication	9	INF/01	

Web communication	9	INF/01
Communication Methods and Techniques	9	SPS/08
Cross-media Communication	9	SPS/08
<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features Communication and marketing</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Consumer and shopping behaviour	9	SECS-P/08
Corporate Communication and Public Relations	9	SPS/08
Total compulsory credits	18	

**CURRICULUM: [B62-D] Corporate Communication**

<b>1st COURSE YEAR (disactivated from academic year 2019/20) Core/compulsory courses/activities Curriculum-specific features Corporate Communication</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Communication research	9	SPS/07
Market regulation and Business practices	9	IUS/05
Marketing (advanced)	9	SECS-P/08
Total compulsory credits	27	
<b>Elective courses Curriculum-specific elective courses for Corporate Communication</b>		
Data Analysis	9	SECS-S/01
Network society	9	SPS/07
Web communication	9	INF/01
Consumer culture	9	SPS/07
Public Opinion Analysis	9	SPS/11
Digital media and global communication	9	SPS/08
Human Resources Management	9	SECS-P/10
Economics of communication	9	SECS-P/06
Research methods	9	SPS/07
<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features Corporate Communication</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Advertising strategy	9	SPS/08
Corporate communication	9	SPS/08
Total compulsory credits	18	

**CURRICULUM: [B62-F] PUBLIC OPINION, MARKET AND COMMUNICATION RESEARCH**

<b>1st COURSE YEAR (disactivated from academic year 2019/20) Core/compulsory courses/activities Curriculum-specific features PUBLIC OPINION, MARKET AND COMMUNICATION RESEARCH</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Network society	9	SPS/07
Public Opinion Analysis	9	SPS/11
Research methods	9	SPS/07
Survey methods	6	SPS/07
Total compulsory credits	33	
<b>Elective courses Curriculum-specific elective courses for PUBLIC OPINION, MARKET AND COMMUNICATION RESEARCH</b>		
Data Analysis	9	SECS-S/01
Web communication	9	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
<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features PUBLIC OPINION, MARKET AND COMMUNICATION RESEARCH</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Big data and digital methods	12	(6) INF/01, (6) SPS/08
Media and Politics	9	SPS/08
Total compulsory credits	21	