



UNIVERSITA' DEGLI STUDI DI MILANO
PROGRAMME DESCRIPTION - ACADEMIC YEAR 2019/20
MASTER DEGREE
Public and Corporate Communication (Classe LM-59)
enrolled from 2019/2020 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
Access procedures:	Cap on student, student selection based on entrance test
Course code:	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

Degree Course website

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

<https://www.unimi.it/it/taxonomy/term/10>

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.

Acquired skills and competences

The expected learning outcomes for graduates of this course will be:

- An in-depth knowledge of communicative and informational dynamics between communication systems, digital media and economic, social and political subjects, with particular regard to business-consumer and institution-citizen relations;
- An application capacity in terms of the acquisition of multi-disciplinary application competences of a methodological, technological and instrumental type for the analysis of communication and information systems;
- A competence in terms of managerial responsibility of internal and external communication processes to companies and public and social institutions, as well as public policy analysis and evaluation of their impact.

Professional profile and employment opportunities

Among the foreseeable professional outlets for graduates of the master's degree in public and business communication are:

- Positions of high responsibility in the organization and management of press offices, external relations and Public relations Offices (URP);

- Planners and managers of institutional and enterprise communication plans;
- Experts in e-government in public administrations at local, provincial, regional and national level;
- Researchers and analysts in demoscopic institutes, market research, political analysis and public policy;
- Experts in the representation of interests at profit and non-profit enterprises, associations, public and private government agencies at sub-national, national, and international level;
- Political marketing consultants for parties and candidates

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

Prova Finale		21
	Total compulsory credits	21

ACTIVE CURRICULA LIST

Communication and marketing Course years currently available: 1st
 Corporate Communication Course years currently available: 1st
 Course years currently available: 1st
 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
	Publicità e comunicazione integrata		9	SPS/08
	Informazione, diritti e mercati digitali		9	IUS/10, IUS/05
	Marketing progredito		9	SECS-P/08
	Comunicazione sociale e istituzionale		9	SPS/08
	Sociologia dei consumi		9	SPS/08
Total compulsory credits			45	
Electives Curriculum-specific features Communication and marketing				
The student must obtain 9 CFU in one of the following modules.				
	Analisi dei dati		9	SECS-S/01, SPS/07
	Datafied Society		9	SPS/08
	Web communication		9	INF/01
The student must obtain 9 CFU in one of the following modules.				
	Metodi e tecniche della comunicazione		9	SPS/08
	Comunicazione crossmediale		9	SPS/08
2nd COURSE YEAR (active from the academic year 2020/21) Core/compulsory courses/activities common Curriculum-specific features Communication and marketing				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Consumer and shopping behaviour		9	SECS-P/08
Total compulsory credits			9	
Electives Curriculum-specific features Communication and marketing				
The student must obtain 9 CFU from one or more optional activities				
	Comunicazione d'impresa e relazioni pubbliche		9	SPS/08
	Neuromarketing		9	SECS-P/08
Other learning activities chosen by the student specific to the curriculum Communication and marketing				
The student must obtain 9 CFU from one or more optional activities.				
Among optional activities, students can choose also the 'Survey Methods and Techniques' Lab.				
	Laboratorio: Metodi e tecniche della Survey		3	SPS/07

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
	Digital Cultures and Communication research		9	SPS/08
	Marketing (advanced)		9	SECS-P/08
Total compulsory credits			18	
Electives Curriculum-specific features Corporate Communication				
The student must obtain 9 CFU in one of the following modules.				
It is mandatory to attend the module 'Data Analysis' for students who did not attend a statistics exam of at least 6 CFU in their Bachelor studies.				
	Data Analysis		9	SPS/07
	Digital Society		9	SPS/07
	Web communication		9	INF/01
The student must obtain 9 CFU in one of the following modules.				
	Consumer Culture		9	SPS/07
	Public Opinion Research		9	SPS/11
The student must obtain 9 CFU in one of the following modules.				
	Datafied Society		9	SPS/08
	Human Resources Management		9	SECS-P/10
The student must obtain 9 CFU in one of the following modules.				

	Economics of communication		9	SECS-P/06
	Research Design		9	SPS/07
The student must obtain 9 CFU in one of the following modules.				
	Analytics for Complex Organizations		9	INF/01
	Market regulation and Business practices		9	IUS/10, IUS/05
2nd COURSE YEAR (active from the academic year 2020/21) Core/compulsory courses/activities common Curriculum-specific features Corporate Communication				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Advertising Communication		9	SPS/08
	Corporate Communication		9	SPS/08
		Total compulsory credits	18	
Other learning activities chosen by the student specific to the curriculum Corporate Communication				
The student must obtain 9 CFU chosen among formative activities (stage, internships or labs).				
The student must obtain 9 CFU from one or more optional activities				

CURRICULUM: [B62-G]

1st COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Analytics for Complex Organizations		9	INF/01
	Data access and regulation		9	IUS/09, INF/01
	Data Analysis (tot. credits: 12)		9	SPS/07
			3	SPS/07
	Multivariate analysis for social scientists		9	SPS/04
	Social and political attitudes		6	SPS/08
	Survey methods		6	SPS/07
		Total compulsory credits	51	
Electives Curriculum-specific features				
The student must obtain 9 CFU in one of the following modules.				
	Behavioural Sociology		9	SPS/07
	Datafied Society		9	SPS/08
	Digital Cultures and Communication research		9	SPS/08
2nd COURSE YEAR (active from the academic year 2020/21) Core/compulsory courses/activities common Curriculum-specific features				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Big data analytics		9	SPS/04
	Policy design analysis and evaluation		12	SPS/04, INF/01
		Total compulsory credits	21	
Other learning activities chosen by the student specific to the curriculum				
The student must obtain 9 CFU from one or more optional activities				
The student must obtain 9 CFU chosen among formative activities (stage, internships or labs).				

CURRICULUM: [B62-H]

1st COURSE YEAR Core/compulsory courses/activities common Curriculum-specific features				
Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Datafied Society		9	SPS/08
	Digital Cultures and Communication research		9	SPS/08
	Digital Society		9	SPS/07
	Public Opinion Research		9	SPS/11
	Research Design		9	SPS/07
	Survey methods		6	SPS/07
		Total compulsory credits	51	
Electives Curriculum-specific features				
The student must obtain 9 CFU from one or more optional activities.				
It is mandatory to attend the module 'Data Analysis' for students who did not attend a statistics exam of at least 6 CFU in their Bachelor studies.				
	Behavioural Sociology		9	SPS/07
	Data Analysis		9	SPS/07
	Web communication		9	INF/01
2nd COURSE YEAR (active from the academic year 2020/21) Core/compulsory courses/activities common Curriculum-specific features				

Distribution	Learning activity	Teaching units/modules	Ects	Sector
	Big data and digital methods		12	INF/01, SPS/08
	Journalism, Media and Politics		9	SPS/08
		Total compulsory credits	21	
<i>Other learning activities chosen by the student specific to the curriculum</i>				
The student must obtain 9 CFU from one or more optional activities				
The student must obtain 9 CFU chosen among formative activities (stage, internships or labs).				