

UNIVERSITA' DEGLI STUDI DI MILANO PROGRAMME DESCRIPTION - ACADEMIC YEAR 2022/23 MASTER DEGREE

Public and Corporate Communication (Classe LM-59) enrolled from 2020/2021 academic year

HEADING	
Degree classification - Denomination	LM-59 Advertising and business communication
and code:	
Degree title:	Dottore Magistrale
Curricula currently available:	
Length of course:	2 years
Credits required for admission:	180
Total number of credits required to	120
complete programme:	
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. Lorenzo Mosca

Tutors - Faculty

Tutor per l'orientamento: in corso di definizione

Tutor per la mobilità internazionale e l'Erasmus: Diego Ceccobelli

Tutor per i piani di studio: Luisa Leonini Tutor per stage e tirocini: Luisa Leonini Tutor per laboratori e altre attività: Alessia Corti Tutor per tesi di laurea: in corso di definizione Tutor per trasferimenti: in corso di definizione

Tutor per ammissioni lauree magistrali: in corso di definizione

Tutor per riconoscimento crediti: Alessia Corti

Degree Course website

https://com.cdl.unimi.it Email: bienniocom@unimi.it

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.

Expected learning outcomes

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

Notes

The choice of alternative courses will be limited to those actually taught.

EXPERIENCE OF STUDY ABROAD AS PART OF THE TRAINING PROGRAM

The University of Milan supports international mobility by providing its students with the opportunity to spend study and internship periods abroad. It is a unique chance to enrich your educational path in a new exciting environment.

The agreements entered into by the University with over 300 universities from the 27 EU member countries and other Extra-EU countries under the European Erasmus+ programme allow regularly enrolled students to carry out part of their studies at one of the partner universities or to undertake internships at companies, training and research centres and other organizations.

Similar international mobility opportunities are provided outside Europe, through agreements with a number of prestigious institutions.

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 university "University of South Australia" (Adelaide).

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

The students of the University of Milan can participate in mobility programmes, through a public selection procedure.

Ad hoc commissions will evaluate:

- Academic career
- the candidate's proposed study programme abroad
- his/her foreign language proficiency
- the reasons behind his/her application

Call for applications and informative meetings

The public selection generally begins around February each year with the publication of a call for applications specifying the destinations, with the respective programme duration (from 2/3 to 12 months), requirements and online application deadline.

Every year, before the deadline for the call, the University organizes informative meetings to illustrate opportunities and rules for participation to students.

Erasmus+ scholarship

The European Union grants the winners of the Erasmus+ programme selection a scholarship to contribute to their mobility costs, which is supplemented by the University funding for disadvantaged students.

Language courses

Students who pass the selections for mobility programmes can benefit from intensive foreign language courses offered each year by the University.

Learn more at https://www.unimi.it/en/international/study-abroad/studying-abroad-erasmus

For assistance, please contact: International Mobility Office Via Santa Sofia 9 (second floor) Tel. 02 503 13501-12589-13495-13502 Contacts: InformaStudenti mobility.out@unimi.it Student Desk booking through InformaStudenti

ACTIVE CURRICULA LIST

Communication and marketing Course years currently available: 2nd
Corporate Communication Course years currently available: 2nd
DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS Course years currently available: 2nd
DIGITAL COMMUNICATION AND PUBLIC OPINION Course years currently available: 2nd

CURRICULUM: [B62-C] Communication and marketing

Learning activity		Ects	Sector
Advertising and Integrated Communication		9	SPS/08
Information, Rights and Digital Markets		9	(6) IUS/10, (3) IUS/05
Marketing (advanced)		9	SECS-P/08
Social and Institutional Communication		9	
	Total compulsory credits	36	
Elective courses Curriculum-specific elective courses for	Communication and marke	eting	
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 ex	am of at	least 6 CFU in
their Bachelor studies:		01	10000 0 01 0 111
Data Analysis		9	(6) SECS-S/01, (3)
Datafied Society		9	SPS/07 SPS/08
Dataned Society Web communication			INF/01
The student must obtain 9 CFU in one of the following modules:			
Communication Methods and Techniques		9	SPS/08
Cross-media Communication			SPS/08
The student must obtain 9 CFU in one of the following modules:			
0			
Behavioural Sociology			SPS/07
Behavioural Sociology Sociology of Consumption		9	SPS/08
Behavioural Sociology Sociology of Consumption 2nd COURSE YEAR Core/compulsory courses/activities	Curriculum-specific featu	9	SPS/08
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CURRICULUM: [B62-D] Corporate Communication

1st COURSE YEAR (disactivated from academic year 2022/23) Curriculum-specific features Corporate Communication	Core/compulsory cou	rses/a	ctivities
Learning activity		Ects	Sector
Digital Cultures and Communication research		9	SPS/08
Marketing (advanced)	·	9	SECS-P/08
	Total compulsory credits	18	
Elective courses Curriculum-specific elective courses for Corpor	rate Communication		
The student must obtain 9 CFU in one of the following modules.			

ata Analysis			SPS/07
igital Society /eb communication			SPS/07 INF/01
The student must obtain 9 CFU in one of the following modules:	I	5	111701
onsumer culture			SPS/07
ublic Opinion Research		9	SPS/11
The student must obtain 9 CFU in one of the following modules:		Q	SPS/08
Human Resources Management			SECS-P/10
The student must obtain 9 CFU in one of the following modules:			
conomics of communication Research Design			SECS-P/06 SPS/07
The student must obtain 9 CFU in one of the following modules:		J	31 3/07
Behavioural Sociology		9	SPS/07
Market regulation and Business practices	· C · C · ·		IUS/05
2nd COURSE YEAR Core/compulsory courses/activities Curriculum-s _l Communication	pecific features	Cor	porate
Learning activity]	Ects	Sector
Advertising Communication			SPS/08
Corporate communication Total comp	ulsory credits	9 18	SPS/08
Total comp	moory credits	10	
Further elective courses Curriculum-specific features Corporate Comm			
The student must obtain 9 CFU chosen among formative activities (stage, internship	s or labs).		
Lab: Introduction to R		3	SPS/07
End of course requirements Curriculum-specific features Corporate Con	nmunication		
Final Exam	ulsory credits	21	NA
CURRICULUM: [B62-G] DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATION	ONS		
1st COURSE YEAR (disactivated from academic year 2022/23) Core/co Curriculum-specific features DATA ANALYTICS FOR POLITICS,SOC	mpulsory cours		
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1st COURSE YEAR (disactivated from academic year 2022/23) Core/con/ Curriculum-specific features DATA ANALYTICS FOR POLITICS,SOC ORGANIZATIONS Learning activity Analytics for Complex Organizations Behavioural Sociology Data access and regulation Data Analysis Digital Cultures and Communication research Multivariate analysis for social scientists Social and political attitudes Total comp 2nd COURSE YEAR Core/compulsory courses/activities Curriculum-sp ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZA Learning activity Big data analytics Policy design analysis and evaluation	mpulsory cours CIETY AND CO pulsory credits pecific features TIONS pulsory credits CS FOR POLIT s or labs).	Ects 6 9 6 60 8 DAT	Sector SECS-P/10 SPS/07 (6) IUS/09, (6) IUS/09, (6) INF/01 SPS/07 SPS/08 SPS/04 SPS/11 FA Sector SPS/04 (6) SPS/04, (6) INF/01

Total compulsory credits

Learning activity		Ects	Sector
Datafied Society		9	SPS/08
Digital Cultures and Communication research			SPS/08
Digital Society			SPS/07
Public Opinion Research			SPS/11
Research Design			SPS/07
Survey methods			SPS/07
	Total compulsory credits	51	
It is mandatory to attend the module 'Data Analysis' for stude their Bachelor studies. Behavioural Sociology	ents who thu not attent a statistics ex	9	SPS/07
Data Analysis		9	SPS/07
Web communication		a	INIT /O1
2nd COURSE YEAR Core/compulsory courses/active	vities Curriculum-specific featu		INF/01
2nd COURSE YEAR Core/compulsory courses/activ COMMUNICATION AND PUBLIC OPINION Learning activity	vities Curriculum-specific featu	res DIC	
COMMUNICATION AND PUBLIC OPINION Learning activity	vities Curriculum-specific featu	res DIC	Sector (6) INF/01, (6)
COMMUNICATION AND PUBLIC OPINION Learning activity Big data and digital methods	vities Curriculum-specific featu	res DIC Ects	GITAL Sector
COMMUNICATION AND PUBLIC OPINION Learning activity Big data and digital methods	rities Curriculum-specific feature	res DIC Ects	Sector (6) INF/01, (6) SPS/08 SPS/08
COMMUNICATION AND PUBLIC OPINION Learning activity		Ects 12 9	Sector (6) INF/01, (6) SPS/08 SPS/08
COMMUNICATION AND PUBLIC OPINION Learning activity Big data and digital methods Journalism, Media and Politics Further elective courses Curriculum-specific feature OPINION	Total compulsory credits es DIGITAL COMMUNICATIO	Ects 12 9 21	Sector (6) INF/01, (6) SPS/08 SPS/08
COMMUNICATION AND PUBLIC OPINION Learning activity Big data and digital methods Journalism, Media and Politics Further elective courses Curriculum-specific feature OPINION The student must obtain 9 CFU chosen among formative active	Total compulsory credits es DIGITAL COMMUNICATIO	Ects 12 9 21 ON ANI	Sector (6) INF/01, (6) SPS/08 SPS/08 SPS/08 D PUBLIC D PUBLIC
COMMUNICATION AND PUBLIC OPINION Learning activity Big data and digital methods Journalism, Media and Politics Further elective courses Curriculum-specific feature OPINION The student must obtain 9 CFU chosen among formative active	Total compulsory credits es DIGITAL COMMUNICATIO	Ects 12 9 21 ON ANI	Sector (6) INF/01, (6) SPS/08 SPS/08
COMMUNICATION AND PUBLIC OPINION Learning activity Big data and digital methods Journalism, Media and Politics Further elective courses Curriculum-specific feature OPINION	Total compulsory credits es DIGITAL COMMUNICATIO vities (stage, internships or labs).	Ects 12 9 21	Sector (6) INF/01, (6) SPS/08 SPS/08 D PUBLIC SPS/07
COMMUNICATION AND PUBLIC OPINION Learning activity Big data and digital methods Journalism, Media and Politics Further elective courses Curriculum-specific feature OPINION The student must obtain 9 CFU chosen among formative activates: Introduction to R End of course requirements Curriculum-specific features.	Total compulsory credits es DIGITAL COMMUNICATIO vities (stage, internships or labs).	Ects 12 9 21	Sector (6) INF/01, (6) SPS/08 SPS/08 D PUBLIC SPS/07