HEADING

Degree classification - Denomination and code: LM-59 Advertising and business communication
Degree title: Dottore Magistrale
Curricula currently available: Communication and marketing / Corporate Communication / DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS / DIGITAL COMMUNICATION AND PUBLIC OPINION
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 Study Programme
Prof. Lorenzo Mosca

Tutors - Faculty
Tutor per l'orientamento: Alessandra Giulietti
Tutor per gli studenti stranieri: Emanuela Naclerio
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 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

Initial knowledge required
To be admitted to the course students must sit an examination to check their linguistic-communication capabilities.
Admission to the degree programme requires applicants to have a degree in the following classes:
- M-FIL/05 Filosofia e teoria dei linguaggi
- L-LIN/01 Glottologia e linguistica generale
- L-FIL-LET/12 Linguistica italiana
- M-STO/04 Storia contemporanea
- M-STO/05 Storia moderna
- INF/01 Informatica o ING-INF/05 Sistemi di elaborazione delle informazioni
- SPS/08 Sociologia dei processi culturali e comunicativi
- SPS/07 Sociologia generale
- SPS/04 Scienza politica
- SPS/11 - Sociologia dei fenomeni politici
- SPS/09 - Sociologia dei processi economici e del lavoro
- SPS/10 - Sociologia dell'ambiente e del Territorio
- L-LIN/12 Lingua e traduzione-Lingua inglese
- L-ART/03 Storia dell'arte contemporanea
- L-ART/05 Storia del teatro e dello spettacolo
- L-ART/06 Cinema, fotografia e televisione
- L-FIL-LET/10 Letteratura italiana
- L-FIL-LET/11 Letteratura italiana contemporanea
- SECS-P/01 - Economia politica
- SECS-P/02 - Politica econimica
- SECS-P/06 Economia applicata
- SECS-P/07 Economia aziendale
- SECS-P/08 Economia e gestione delle imprese
- SECS-P/10 Organizzazione aziendale
- SECS-S /01 Statistica
- SECS-S /05 Statistica sociale
- IUS /01 Diritto privato
- IUS /04 Diritto Commerciale
- IUS /10 Diritto amministrativo
- IUS /08 Diritto costituzionale
- IUS /09 Istituzioni di diritto pubblico
- IUS /13 Diritto internazionale
- IUS /14 Diritto dell'unione europea
- M-PSI /01 Psicologia generale
- M-PSI /05 Psicologia sociale
- M-PSI /06 -Psicologia del lavoro e delle organizzazioni.

Compulsory attendance
Course attendance is highly recommended.

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 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
- is/her foreign language proficiency
- the reasons behind his/her application

Call for applications and informative meetings
The public selection for Erasmus+ mobility for study generally begins around February each year with the publication of a call for applications specifying destinations and requirements. Regarding the Erasmus+ Mobility for Traineeship, the University of Milan usually publishes two calls a year enabling students to choose a destination defined by an inter-institutional agreement or to find a traineeship position on their own.

The University organizes informative meetings to illustrate mobility opportunities and rules for participation.

Erasmus+ scholarship
The European Union grants the winners of the Erasmus+ programme selection a scholarship to contribute to their mobility costs, which may be 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 SLAM - University of Milan Language Centre.

Learn more at https://www.unimi.it/en/node/8/

For assistance, please contact:
International Mobility Office
Via Santa Sofia 9 (second floor)
Tel. 02 503 13501-12589-13495-13502
Contact: InformaStudenti; mobility.out@unimi.it
Student Desk booking through InformaStudenti https://www.unimi.it/en/study/student-services/welcome-desk-informastudenti

Further elective courses common to all curricula
The student must obtain 9 CFU from one or more optional activities

ACTIVE CURRICULA LIST
Communication and marketing Course years currently available: 1st
Corporate Communication Course years currently available: 1st
DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS Course years currently available: 1st
DIGITAL COMMUNICATION AND PUBLIC OPINION Course years currently available: 1st

CURRICULUM: [B62-C] Communication and marketing
### 1st COURSE YEAR Core/compulsory courses/activities

<table>
<thead>
<tr>
<th>Learning activity</th>
<th>Ects</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising and Integrated Communication</td>
<td>9</td>
<td>SPS/08</td>
</tr>
<tr>
<td>Information, Rights and Digital Markets</td>
<td>9</td>
<td>IUS/05</td>
</tr>
<tr>
<td>Marketing (advanced)</td>
<td>9</td>
<td>SECS-P08</td>
</tr>
<tr>
<td>Social and Institutional Communication</td>
<td>9</td>
<td>SPS/08</td>
</tr>
</tbody>
</table>

Total compulsory credits: 36

### Elective courses

**Curriculum-specific elective courses for Communication and marketing**

The student must obtain 9 CFU in one of the following modules.

- Advertising and Integrated Communication: 9 Ects (SPS/08)
- Information, Rights and Digital Markets: 9 Ects (IUS/05)
- Marketing (advanced): 9 Ects (SECS-P08)
- Social and Institutional Communication: 9 Ects (SPS/08)

**Total compulsory credits:** 36

### 2nd COURSE YEAR (available as of academic year 2023/24)

<table>
<thead>
<tr>
<th>Learning activity</th>
<th>Ects</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer and shopping behaviour</td>
<td>9</td>
<td>SECS-P08</td>
</tr>
</tbody>
</table>

Total compulsory credits: 9

### Elective courses

**Curriculum-specific elective courses for Communication and marketing**

The student must obtain 9 CFU from one or more optional activities:

- Corporate Communication and Public Relations: 9 Ects (SPS/08)
- Neuro marketing research: 9 Ects (SECS-P08)

### Further elective courses

**Curriculum-specific features 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 and 'Methods and tools for analysing and presenting open data' Lab, 'Introduction to R' Lab
- Students who do not have an Italian qualification can choose to obtain 3 CFU in Additional language skills: Italian (for more details see the section Language test / computer literacy test)

<table>
<thead>
<tr>
<th>Course</th>
<th>Ects</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Language Skills: Italian (3 ECTS)</td>
<td>3</td>
<td>ND</td>
</tr>
<tr>
<td>Lab: Introduction to R</td>
<td>3</td>
<td>SPS/07</td>
</tr>
<tr>
<td>Lab: Methods and tools for analysing and presenting open data</td>
<td>3</td>
<td>SPS/07</td>
</tr>
<tr>
<td>Lab: Survey Methods and Techniques</td>
<td>3</td>
<td>SPS/07</td>
</tr>
</tbody>
</table>

### End of course requirements

**Curriculum-specific features Communication and marketing**

Final Exam: 21 Ects (NA)

Total compulsory credits: 21

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

### 1st COURSE YEAR Core/compulsory courses/activities

<table>
<thead>
<tr>
<th>Learning activity</th>
<th>Ects</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Cultures and Communication research</td>
<td>9</td>
<td>SPS/08</td>
</tr>
<tr>
<td>Marketing (advanced)</td>
<td>9</td>
<td>SECS-P08</td>
</tr>
</tbody>
</table>

Total compulsory credits: 18

### Elective courses

**Curriculum-specific elective courses for Corporate Communication**

The student must obtain 9 CFU in one of the following modules.

- Digital Society: 9 Ects (SPS/08)
- Web communication: 9 Ects (INF/01)

The student must obtain 9 CFU in one of the following modules:

- Consumer culture: 9 Ects (SPS/08)
- Public Opinion Research: 9 Ects (SPS/11)

The student must obtain 9 CFU in one of the following modules:

- Advertising and Integrated Communication: 9 Ects (SPS/08)
### 2nd COURSE YEAR (available as of academic year 2023/24) Core/compulsory courses/activities

**Curriculum-specific features Corporate Communication**

<table>
<thead>
<tr>
<th>Learning activity</th>
<th>Ects</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Communication</td>
<td>9</td>
<td>SPS/08</td>
</tr>
<tr>
<td>Corporate communication</td>
<td>9</td>
<td>SPS/08</td>
</tr>
</tbody>
</table>

Total compulsory credits: 18

### Further elective courses  
**Curriculum-specific features Corporate Communication**

The student must obtain 9 CFU chosen among formative activities (stage, internships or labs).

Students who do not have an Italian qualification can choose to obtain 3 CFU in Additional language skills: Italian (for more details see the section Language test / computer literacy test)

#### Additional Language Skills: Italian (3 ECTS)

- Total: 3 ECTS

#### Lab: Introduction to R

- Total: 3 ECTS

### End of course requirements  
**Curriculum-specific features Corporate Communication**

Final Exam: 21 ECTS

Total compulsory credits: 21

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### CURRICULUM: [B62-G] DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS

#### 1st COURSE YEAR Core/compulsory courses/activities

**Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS**

<table>
<thead>
<tr>
<th>Learning activity</th>
<th>Ects</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytics for Complex Organizations</td>
<td>6</td>
<td>SECS-P/10</td>
</tr>
<tr>
<td>Behavioural Sociology</td>
<td>9</td>
<td>SPS/07</td>
</tr>
<tr>
<td>Data access and regulation</td>
<td>12</td>
<td>IUS/09, INF/01</td>
</tr>
<tr>
<td>Data Analysis</td>
<td>12</td>
<td>SPS/07</td>
</tr>
<tr>
<td>Digital Cultures and Communication research</td>
<td>6</td>
<td>SPS/08</td>
</tr>
<tr>
<td>Multivariate analysis for social scientists</td>
<td>6</td>
<td>SPS/04</td>
</tr>
<tr>
<td>Social and political attitudes</td>
<td>6</td>
<td>SPS/11</td>
</tr>
</tbody>
</table>

Total compulsory credits: 57

#### 2nd COURSE YEAR (available as of academic year 2023/24) Core/compulsory courses/activities

**Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS**

<table>
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<tr>
<th>Learning activity</th>
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<tbody>
<tr>
<td>Big data analytics</td>
<td>6</td>
<td>SPS/04</td>
</tr>
<tr>
<td>Network analysis</td>
<td>6</td>
<td>SPS/07</td>
</tr>
<tr>
<td>Policy design analysis and evaluation</td>
<td>12</td>
<td>SPS/04, INF/01</td>
</tr>
</tbody>
</table>

Total compulsory credits: 24

### Further elective courses  
**Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS**

The student must obtain 9 CFU chosen among formative activities (stage, internships or labs).

Students who do not have an Italian qualification can choose to obtain 3 CFU in Additional language skills: Italian (for more details see the section Language test / computer literacy test)

#### Additional Language Skills: Italian (3 ECTS)

- Total: 3 ECTS

### End of course requirements  
**Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS**

Final Exam: 21 ECTS

Total compulsory credits: 21

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### CURRICULUM: [B62-H] DIGITAL COMMUNICATION AND PUBLIC OPINION

#### 1st COURSE YEAR Core/compulsory courses/activities

**Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION**

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### Elective courses
**Curriculum-specific elective courses for DIGITAL COMMUNICATION AND PUBLIC OPINION**

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 ECTS (SPS/07)
- Data Analysis: 9 ECTS (SPS/07)
- Web communication: 9 ECTS (INF/01)

### 2nd COURSE YEAR (available as of academic year 2023/24)
**Core/compulsory courses/activities**

<table>
<thead>
<tr>
<th>Learning activity</th>
<th>Ects</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big data and digital methods</td>
<td>12</td>
<td>INF/01</td>
</tr>
<tr>
<td>Journalism, Media and Politics</td>
<td>9</td>
<td>SPS/08</td>
</tr>
</tbody>
</table>

Total compulsory credits: 21 ECTS

### Further elective courses
**Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION**

The student must obtain 9 CFU chosen among formative activities (stage, internships or labs). Students who do not have an Italian qualification can choose to obtain 3 CFU in Additional language skills: Italian (for more details see the section Language test / computer literacy test).

<table>
<thead>
<tr>
<th>Learning activity</th>
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Total compulsory credits: 21 ECTS

### End of course requirements
**Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION**

<table>
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<tr>
<th>Learning activity</th>
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<th>Sector</th>
</tr>
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<tbody>
<tr>
<td>Final Exam</td>
<td>21</td>
<td>NA</td>
</tr>
</tbody>
</table>

Total compulsory credits: 21 ECTS