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
https://www.unimi.it/it/studiare/servizi-gli-studenti/servizi-studenti-con-disabilità
https://www.unimi.it/it/studiare/servizi-gli-studenti/servizi-studenti-con-dsa

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 economica
- 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.

Degree programme final exams
The master's degree in Public and Business Communication is obtained after passing a final test, which consists in the
presentation and discussion of a written work, or a multimedia product, in an original form by the student under the
guide of a speaker. The paper can also be written in English. To be admitted to the final exam, the student must have earned
99 credits.

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 Japanese university “Doshisha” (Tokio). 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
Contacts: InformaStudenti > Categoria: INTER Erasmus Studio
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>(6) IUS/10, (3) IUS/05</td>
</tr>
<tr>
<td>Marketing (advanced)</td>
<td>9</td>
<td>SECS-P/08</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.

- Data Analysis 9 SPS/07
- Datalled Society 9 SPS/08
- Web communication 9 INF/01

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

- Communication Methods and Techniques 9 SPS/08
- Cross-media Communication 9 SPS/08

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

- Behavioural Sociology 9 SPS/07
- Sociology of Consumption 9 SPS/08

#### 2nd COURSE YEAR (available as of academic year 2024/25)

<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-P/08</td>
</tr>
</tbody>
</table>

**Total compulsory credits**: 9

#### Further elective courses

*Curriculum-specific features Communication and marketing*

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

- Corporate Communication and Public Relations 9 SPS/08
- Neuro marketing research 9 SECS-P/08

#### End of course requirements

*Curriculum-specific features Communication and marketing*

Final Exam 21 NA

**Total compulsory credits**: 21

### 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-P/08</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.
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/08
Web communication 9 INF/01

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

Consumer culture 9 SPS/08
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:

Behavioural Sociology 9 SPS/07
Market regulation and Business practices 9 IUS/05

2nd COURSE YEAR (available as of academic year 2024/25) Core/compulsory courses/activities

Curriculum-specific features Corporate Communication

Learning activity Ects Sector
Advertising Communication 9 SPS/08
Corporate communication 9 SPS/08

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) 3 ND
Lab: Introduction to R 3 SPS/07

End of course requirements Curriculum-specific features Corporate Communication

Final Exam 21 NA

Total compulsory credits 21

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

Learning activity Ects Sector
Analytics for Complex Organizations 6 SECS-P/10
Behavioural Sociology 9 SPS/07
Coding for Computational social science 6 INF/01
Cybersecurity and Privacy preservation techniques and digital security and privacy 6 (2) IUS/09, (2) IUS/14, (2) INF/01
Data Analysis 9 SPS/07
Digital Cultures and Communication research 9 SPS/08
Multivariate analysis for social scientists 6 SPS/04
Social and political attitudes 6 SPS/11

Total compulsory credits 57

2nd COURSE YEAR (available as of academic year 2024/25) Core/compulsory courses/activities Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS

Learning activity Ects Sector
Big data analytics 6 SPS/04
Network analysis 6 SPS/07
Policy design analysis and evaluation 12 (6) SPS/04, (6) INF/01

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) 3 ND
Lab: Introduction to R 3 SPS/07
### End of course requirements

**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>Final Exam</td>
<td>21</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Total compulsory credits</strong></td>
<td>21</td>
<td></td>
</tr>
</tbody>
</table>

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

**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>Digital Society</td>
<td>9</td>
<td>SPS/08</td>
</tr>
<tr>
<td>Globalization and Cultural diversity</td>
<td>6</td>
<td>SPS/08</td>
</tr>
<tr>
<td>Public Opinion Research</td>
<td>9</td>
<td>SPS/11</td>
</tr>
<tr>
<td>Research Design</td>
<td>9</td>
<td>SPS/07</td>
</tr>
<tr>
<td>Survey methods</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total compulsory credits</strong></td>
<td>48</td>
<td></td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Learning activity</th>
<th>Ects</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioural Sociology</td>
<td>9</td>
<td>SPS/07</td>
</tr>
<tr>
<td>Data Analysis</td>
<td>9</td>
<td>SPS/07</td>
</tr>
<tr>
<td>Web communication</td>
<td>9</td>
<td>INF/01</td>
</tr>
<tr>
<td><strong>Total compulsory credits</strong></td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

**2nd COURSE YEAR (available as of academic year 2024/25)** Core/compulsory courses/activities

<table>
<thead>
<tr>
<th>Learning activity</th>
<th>Ects</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coding for Computational social science</td>
<td>6</td>
<td>INF/01</td>
</tr>
<tr>
<td>Datafied Society</td>
<td>9</td>
<td>SPS/08</td>
</tr>
<tr>
<td>Journalism, Media and Politics</td>
<td>9</td>
<td>SPS/08</td>
</tr>
<tr>
<td><strong>Total compulsory credits</strong></td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

**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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</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><strong>Total compulsory credits</strong></td>
<td>21</td>
<td></td>
</tr>
</tbody>
</table>

### End of course requirements

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

<table>
<thead>
<tr>
<th>Learning activity</th>
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</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td>21</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Total compulsory credits</strong></td>
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<td></td>
</tr>
</tbody>
</table>