



UNIVERSITA' DEGLI STUDI DI MILANO
PROGRAMME DESCRIPTION - ACADEMIC YEAR 2024/25
MASTER DEGREE
Public and Corporate Communication (Classe LM-59)
Enrolled from academic year 2023/24

HEADING

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

Tutors - Faculty

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>

<https://www.unimi.it/it/studiare/servizi-gli-studenti/servizi-studenti-con-disabilita>

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

Tutor per l'orientamento: Alessandra Giulietti

Tutor per gli studenti stranieri: Luca Giuffrè

For any inquiry, please send an email to:

Email: bienniocom@unimi.it

Student registrar

Via S. Sofia 9/1, 20122 Milano (MI) - Italia <https://www.unimi.it/it/studiare/servizi-gli-studenti/segreteria-informastudenti>

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

Socio-communicative area

Knowledge and understanding

The expected learning outcomes include advanced knowledge of sociology, business economics, political science; analytical and problem-solving skills, adequate mastery of the investigation methods of the same disciplines. Particular emphasis is placed on the acquisition of language skills - both through teaching in English and by attending courses in other foreign languages. The type of training attained must entail an interdisciplinary cognitive opening, while the disciplinary skills acquired in the common part will be deepened differently, as described with reference to the individual areas, depending on

the curricular path followed.

Particularly aimed at this result are the teachings in the 'social, computer and language disciplines' category of the 'characterising' training activities.

Ability to apply knowledge and understanding

Ability to apply knowledge and understanding of the main concepts of sociological disciplines, communication and political phenomena to the analysis of complex situations characterised by increasing global interdependence. In particular, the course aims to provide the ability to apply knowledge and understanding to social contexts and/or problems found in contemporary society, institutions and organisations.

Applied subjects such as public relations, business communication, statistics and methodology are able to ensure this expected result.

Economic-business area

Knowledge and understanding

Knowledge and understanding of the basic principles of business economics with particular emphasis on human resource management and marketing with special reference to theories of production, consumption and market forms. Knowledge of the methods and techniques of corporate, institutional and public communication and strategic communication. Understanding and analysis of complex social phenomena through an interdisciplinary approach of business economics, marketing and sociological theories of communication.

Ability to apply knowledge and understanding

Awareness of the main methods, techniques and tools for the analysis of market research data and advertising and marketing and corporate communication strategies; ability to apply the knowledge and skills acquired in the development and management of economic, public, political-institutional and social communication projects, both external and internal.

Professional profile and employment opportunities

Foreseeable professional outlets for graduates of the Master's Degree in Public and Corporate Communication include

- positions of high responsibility in the organisation and management of press offices, external relations and public relations offices (URP);
- designers and managers of institutional and corporate communication plans;
- e-government experts in public administrations at local, provincial, regional and national level;
- researchers and analysts in demographic and market research institutes, political and public policy analysis;
- interest representation experts in profit and non-profit enterprises, associations, agencies, public and private administrations at sub-national, national, and international levels;
- 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:

L-20 Scienze della comunicazione, L-36 Scienze politiche e delle relazioni internazionali, L-18 Scienze dell'economia e della gestione aziendale, L-1 - Classe delle lauree in beni culturali, L-3 - Classe delle lauree in discipline delle arti figurative, della musica, dello spettacolo e della moda, L-5 - Classe delle lauree in filosofia, L-6 - Classe delle lauree in geografia, L-10 - Classe delle lauree in lettere, L-11 - Classe delle lauree in lingue e culture moderne, L-12 - Classe delle lauree in mediazione linguistica, L-14 - Classe delle lauree in scienze dei servizi giuridici, L-15 - Classe delle lauree in scienze del turismo, L-16 - Classe delle lauree in scienze dell'amministrazione e dell'organizzazione, L-19 - Classe delle lauree in scienze dell'educazione e della formazione, L-42 - Classe delle lauree in storia, L-31 Scienze e tecnologie informatiche, L-24 - Classe delle lauree in scienze e tecniche psicologiche, L-33 - Classe delle lauree in scienze economiche, L-36 - Classe delle lauree in scienze politiche e delle relazioni internazionali, L-37 - Classe delle lauree in scienze sociali per la cooperazione, lo sviluppo e la pace, L-39 - Classe delle lauree in servizio sociale, L-40 - Classe delle lauree in sociologia; nonché la laurea conseguita in classi diverse dalle precedenti a condizione che i laureati abbiano acquisito almeno 50 crediti nei settori scientifico-disciplinari:

- 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.

To obtain the degree, those who do not hold an Italian high school diploma or bachelor's degree must demonstrate proficiency in Italian at the A2 or higher level per the Common European Framework of Reference for Languages (CEFR). This level must be demonstrated prior to completing the course programme in one of the following ways:

- by submitting a certificate of A2 or higher level issued no more than three years prior to the date of submission. You will find the list of language certificates recognized by the University at: <https://www.unimi.it/en/node/349/>. The language certificate must be submitted to the University Language Centre (SLAM) via the Language Test category of the InformaStudenti service: <https://informastudenti.unimi.it/saw/ess?AUTH=SAML>;

- via an entry-level test administered by SLAM that can be taken only once and is compulsory for all students who do not have a valid language certificate. Those who fail to reach A2 level will have to attend one or more than one 60-hour Italian course(s) geared to their level.

Those who do not take the entry-level test or fail to pass the end-of-course test after six attempts will have to obtain language certification privately in order to earn the 3 credits of Additional language skills: Italian.

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: 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

1st COURSE YEAR (disactivated from academic year 2024/25) Core/compulsory courses/activities Curriculum-specific features 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	SPS/08
	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.

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
Datafied 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 Core/compulsory courses/activities Curriculum-specific features Communication and marketing		
Learning activity	Ects	Sector
Consumer and shopping behaviour	9	SECS-P/08
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	SPS/08
Neuro marketing research	9	SECS-P/08
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)		
Additional Language Skills: Italian (3 ECTS)	3	ND
Lab: Introduction to R	3	SPS/07
Lab: Survey Methods and Techniques	3	SPS/07
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 (disactivated from academic year 2024/25) Core/compulsory courses/activities Curriculum-specific features Corporate Communication		
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 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:		
Datified 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 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 (disactivated from academic year 2024/25) 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) IUS/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 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		
Final Exam	21	NA
Total compulsory credits	21	

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

1st COURSE YEAR (disactivated from academic year 2024/25) Core/compulsory courses/activities Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION		
Learning activity	Ects	Sector
Digital Cultures and Communication research	9	SPS/08
Digital Society	9	SPS/08
Globalization and Cultural diversity	6	SPS/08
Public Opinion Research	9	SPS/11
Research Design	9	SPS/07
Survey methods	6	SPS/07
Total compulsory credits	48	
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	SPS/07
Data Analysis	9	SPS/07
Web communication	9	INF/01
2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION		

Learning activity	Ects	Sector
Coding for Computational social science	6	INF/01
Datified Society	9	SPS/08
Journalism, Media and Politics	9	SPS/08
	Total compulsory credits	24
<i>Further elective courses Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION</i>		
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
<i>End of course requirements Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION</i>		
Final Exam	21	NA
	Total compulsory credits	21