



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

### **HEADING**

<b>Degree classification - Denomination and code:</b>	LM-59 Advertising and business communication
<b>Degree title:</b>	Dottore Magistrale
<b>Curricula currently available:</b>	Communication and marketing / Corporate Communication / DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS / DIGITAL COMMUNICATION AND PUBLIC OPINION
<b>Length of course:</b>	2 years
<b>Credits required for admission:</b>	180
<b>Total number of credits required to complete programme:</b>	120
<b>Years of course currently available:</b>	1st
<b>Access procedures:</b>	Cap on student, student selection based on entrance test
<b>Course code:</b>	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: Alessandro Gandini

Tutor per stage e tirocini: Giorgia Aiello

Tutor per laboratori e altre attività: Alessia Corti

Tutor per riconoscimento crediti: Alessia Corti

#### **Degree Course website**

<https://com.cdl.unimi.it>

Tutor per l'orientamento: Alessandra Giulietti

Tutor per gli studenti stranieri: Luca Giuffrè

#### **For all enquiries, please write to:**

Email: [bienniocom@unimi.it](mailto:bienniocom@unimi.it)

#### **Information on services for students with disabilities can be found here:**

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

#### **Information on services for students with SLD can be found here:**

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

#### **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 Master's 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:

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;

as well as degrees from classes other than the above provided that graduates have acquired at least 50 credits in the scientific-disciplinary fields:

- 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.

Prerequisites for admission to the Master's degree course are a good knowledge of the theories of communication and basic skills in IT, marketing and statistics.

Proficiency in English at a B2 level or higher per the Common European Framework of Reference for Languages (CEFR) is also required for admission.

The B2-level requirement will be ascertained by the University Language Centre (SLAM) upon admission as follows:

- Language certificate of B2 or higher level issued no more than three years before the date of admission application. You will find the list of language certificates recognized by the University at: <https://www.unimi.it/en/node/39322>. The certificate must be uploaded when submitting the online application;
- English level achieved during a University of Milan degree programme and certified by the University Language Centre (SLAM) no more than four years before the date of admission application, including levels based on language certificates submitted by the applicant during their Bachelor's degree at the University of Milan. In this case the process is automatic, the applicant does not have to attach any certificates to the application;
- Placement test administrated by the University Language Centre (SLAM) according to the calendar published on the website: (<https://www.unimi.it/en/node/39267/>)

All those who fail to submit a valid certificate or do not meet the required proficiency level will be instructed during the admission procedure to take the placement test.

Applicants who do not take or pass the placement test will be required to obtain a language proficiency certificate recognized by the University (see <https://www.unimi.it/en/node/39322>) and deliver it to the SLAM via the InformaStudenti service by the deadline fixed for the master's programme (<https://www.unimi.it/en/node/39267/>).

Applicants who do not meet the requirement by said deadline will not be admitted to the master's degree programme and may not sit any further tests.

### **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.

Among the electives, those who do not hold an Italian high school diploma or university degree can obtain 3 credits in Additional language skills: Italian by demonstrating A2 level in Italian per the Common European Framework of Reference for Languages (CEFR). This level can be assessed 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>;
- by an entry-level test administrated 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) 60-hour Italian course 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. As an alternative, they can modify their course programme by choosing a different elective.

## **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 Curriculum-specific features Communication and marketing**

<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Advertising and Integrated Communication	9	SPS/08
Communication and digital culture	9	SPS/08
Cross-media Communication	9	SPS/08
Information, Rights and Digital Markets	9	(6) IUS/10, (3) IUS/05
Marketing (advanced)	9	SECS-P/08
	Total compulsory credits	45

<b>Elective courses Curriculum-specific elective courses for Communication and marketing</b>		
<b>The student must obtain 9 CFU in one of the following modules.</b>		
<b>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:</b>		
Communication Methods and Techniques	9	SPS/08
Data Analysis	9	SPS/07
<b>The student must obtain 9 CFU in one of the following modules.</b>		
Social and Institutional Communication	9	SPS/08
Sociology of Consumption	9	SPS/08
<b>2nd COURSE YEAR (available as of academic year 2025/26) Core/compulsory courses/activities Curriculum-specific features Communication and marketing</b>		
Learning activity	Ects	Sector
Datified Society	9	SPS/08
Total compulsory credits		9
<b>Elective courses Curriculum-specific elective courses for Communication and marketing</b>		
<b>The student must obtain 9 CFU from one or more optional activities:</b>		
Consumer and shopping behaviour	9	SECS-P/08
Corporate Communication and Public Relations	9	SPS/08
Neuro marketing research	9	SECS-P/08
<b>Further elective courses Curriculum-specific features Communication and marketing</b>		
<b>The student must obtain 9 CFU from one or more optional activities.</b>		
<b>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</b>		
<b>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)</b>		
Additional Language Skills: Italian (3 ECTS)	3	ND
Lab.: Advanced Digital Methods	3	SPS/08
Lab.: Influencer marketing	3	SPS/08
Lab: Introduction to R	3	SPS/07
Lab: Survey Methods and Techniques	3	SPS/07
<b>End of course requirements Curriculum-specific features Communication and marketing</b>		
Final Exam	21	NA
Total compulsory credits		21

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

<b>1st COURSE YEAR Core/compulsory courses/activities Curriculum-specific features Corporate Communication</b>		
Learning activity	Ects	Sector
Advertising and Visual Communication	9	SPS/08
Consumer culture	9	SPS/08
Digital Cultures and Communication research	9	SPS/08
Marketing (advanced)	9	SECS-P/08
Total compulsory credits		36
<b>Elective courses Curriculum-specific elective courses for Corporate Communication</b>		
<b>The student must obtain 9 CFU in one of the following modules:</b>		
Economics of communication	9	SECS-P/06
Human Resources Management	9	SECS-P/10
<b>The student must obtain 9 CFU in one of the following modules.</b>		
<b>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:</b>		
Behavioural Sociology	9	SPS/07
Data Analysis	9	SPS/07
Market regulation and Business practices	9	IUS/05
<b>The student must obtain 9 CFU in one of the following modules:</b>		
Research Design	9	SPS/07
Web communication	9	INF/01
<b>2nd COURSE YEAR (available as of academic year 2025/26) Core/compulsory courses/activities Curriculum-specific features Corporate Communication</b>		
Learning activity	Ects	Sector
Corporate communication	9	SPS/08
Total compulsory credits		9
<b>Elective courses Curriculum-specific elective courses for Corporate Communication</b>		
<b>The student must obtain 9 CFU in one of the following modules.</b>		
Digital Society	9	SPS/08

Public Opinion Research	9	SPS/11
<b>Further elective courses Curriculum-specific features Corporate Communication</b>		
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.: Advanced Digital Methods	3	SPS/08
Lab: Introduction to R	3	SPS/07
<b>End of course requirements Curriculum-specific features Corporate Communication</b>		
Final Exam	21	NA
Total compulsory credits	21	

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

<b>1st COURSE YEAR Core/compulsory courses/activities Curriculum-specific features DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
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	
<b>2nd COURSE YEAR (available as of academic year 2025/26) Core/compulsory courses/activities Curriculum-specific features DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
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	
<b>Further elective courses Curriculum-specific features DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS</b>		
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.: Advanced Digital Methods	3	SPS/08
Lab: Introduction to R	3	SPS/07
<b>End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS</b>		
Final Exam	21	NA
Total compulsory credits	21	

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

<b>1st COURSE YEAR Core/compulsory courses/activities Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Consumer culture	9	SPS/08
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	57	
<b>Elective courses Curriculum-specific elective courses for DIGITAL COMMUNICATION AND PUBLIC</b>		

<b>OPINION</b>		
<b>The student must obtain 9 CFU in one of the following modules.</b>		
<b>It is mandatory to attend the module Web Communication for students who did not attend a computer science exam of at least 6 CFU in their Bachelor studies, possibly among the 9 cfu of the student's choice.</b>		
Behavioural Sociology	9	SPS/07
Data Analysis	9	SPS/07
Web communication	9	INF/01
<b>2nd COURSE YEAR (available as of academic year 2025/26) Core/compulsory courses/activities Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Coding for Computational social science	6	INF/01
Journalism, Media and Politics	9	SPS/08
	Total compulsory credits	15
<b>Further elective courses Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION</b>		
<b>The student must obtain 9 CFU chosen among formative activities (stage, internships or labs).</b>		
<b>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)</b>		
Additional Language Skills: Italian (3 ECTS)	3	ND
Lab.: Advanced Digital Methods	3	SPS/08
Lab: Introduction to R	3	SPS/07
<b>End of course requirements Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION</b>		
Final Exam	21	NA
	Total compulsory credits	21