

# UNIVERSITA' DEGLI STUDI DI MILANO PROGRAMME DESCRIPTION - ACADEMIC YEAR 2025/26 MASTER DEGREE

# Public and Corporate Communication (Classe LM-59) Enrolled in a.y. 2024/2025

# HEADING

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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. 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

# For all enquiries, please write to:

Email: 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/segreterie-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, L-19 - Classe delle lauree in scienze dell'educazione, L-24 - Classe delle lauree in scienze e tecnologie informatiche, L-24 - Classe delle lauree in scienze e tecnologiche, 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 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;

- Entry 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 Entry test.

Applicants who do not take or pass the Entry 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 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 uploaded through the dedicated platform;

- 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) 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 organisations.

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

The University of Milan is a member of the 4EU+ European University Alliance that brings together eight public multidisciplinary universities: University of Milan, Charles University of Prague, Heidelberg University, Paris-Panthéon-Assas University, Sorbonne University of Paris, University of Copenhagen, University of Geneva, and University of

Warsaw. The 4EU+ Alliance offers integrated educational pathways and programmes to promote the international mobility of students (physical, blended and virtual).

# 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

How to participate in Erasmus+ mobility programmes

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 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 organises 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 the University Language Centre (SLAM). https://www.unimi.it/en/node/8/

Learn more at https://www.unimi.it/en/node/274/

For assistance, please contact: International Mobility Office Via Santa Sofia 9 (second floor) Tel. 02 503 13501-12589-13495-13502 Contacts: InformaStudenti; Student Desk booking through 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 2025/26) Core/compulsory courses/activities Curriculum-specific features Communication and marketing

Learning activity

Ects Sector

Advertising and Integrated Communication		SPS/08	
Communication and digital culture Cross-media Communication		SPS/08 SPS/08	
	9	(6) IUS/10, (3)	
Information, Rights and Digital Markets	-	IUS/05	
Marketing (advanced)	45	SECS-P/08	
Total compulsory credits	_		
Elective courses Curriculum-specific elective courses for Communication and marke	ting		
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 exa their Bachelor studies:	am of at	t least 6 CFU in	
Communication Methods and Techniques	g	SPS/08	
Data Analysis		SPS/07	
The student must obtain 9 CFU in one of the following modules.			
Social and Institutional Communication Sociology of Consumption		SPS/08 SPS/08	
2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific featur			
and marketing	-	1	
Learning activity		Sector	
Datafied Society		SPS/08	
Total compulsory credits	9		
Elective courses Curriculum-specific elective courses for Communication and marke	ting		
The student must obtain 9 CFU from one or more optional activities:			
Consumer and shopping behaviour		SECS-P/08 SPS/08	
Corporate Communication and Public Relations Neuro marketing research		SPS/08 SECS-P/08	
Further elective courses Curriculum-specific features Communication and marketin	g		
The student must obtain 9 CFU from one or more optional activities. Among optional activities, students can choose also the '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		
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Lab.: Advanced Digital Methods	3	ND SPS/08	
Lab.: Advanced Digital Methods Lab: Influencer marketing	3	SPS/08 SPS/08	
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Lab: Influencer marketing         Lab: Influencer marketing         Lab: Introduction to R         End of course requirements Curriculum-specific features Communication and market         Final Exam         Total compulsory credits         CURRICULUM: [B62-D] Corporate Communication <b>Sector Composition Ist COURSE YEAR (disactivated from academic year 2025/26) Core/compulsory con Curriculum-specific features Corporate Communication Learning activity</b> Advertising and Visual Communication         Consume culture         Digital Cultures and Communication research         Marketing (advanced)       Total compulsory credits <b>Elective courses for Corporate Communication</b> Total compulsory credits <b>Elective courses Curriculum-specific elective courses for Corporate Communication</b> Total compulsory credits <b>Elective courses Curriculum-specific elective courses for Corporate Communication Total compulsory credits Elective courses Curriculum-specific elective courses for Corporate Communication Total compulsory credits Elective courses Curriculum-spe</b>	3         3         3         3         3         21         32         9         9         9         9         9         9         9         9         9         9         9         9         9          9          9 <td>SPS/08           SPS/08           SPS/07           NA           Ctivities           Sector           SPS/08           SPS/08           SPS/08           SPS/08           SPS/08           SECS-P/08           SECS-P/06           SECS-P/10</td>	SPS/08           SPS/08           SPS/07           NA           Ctivities           Sector           SPS/08           SPS/08           SPS/08           SPS/08           SPS/08           SECS-P/08           SECS-P/06           SECS-P/10	
Lab: Influencer marketing         Lab: Influencer marketing         Lab: Introduction to R         End of course requirements Curriculum-specific features Communication and market         Final Exam         Total compulsory credits         CURRICULUM: [B62-D] Corporate Communication         Introduction (disactivated from academic year 2025/26) Core/compulsory courcurriculum-specific features Corporate Communication         Lab: Introduction (disactivated from academic year 2025/26) Core/compulsory courcurriculum-specific features Corporate Communication         Learning activity         Advertising and Visual Communication         Consumer culture         Digital Cultures and Communication research         Marketing (advanced)       Total compulsory credits         Total compulsory credits         Elective courses for Corporate Communication         The student must obtain 9 CFU in one of the following modules:         Economics of communication         Heat Analysis' for students who did not attend a statistics exathering Bachelor studies:         Behavioural Sociology         Digital Cultures and Communication         Total compulsory credits         Total compulsory credits <td< th=""><td>3         3         3         3         3         21         9         9         9         9         9         9         9         9         9         9         9         9         9         9         9         9         9         9         9<!--</td--><td>SPS/08         SPS/07         SPS/07         NA         ctivities         Sector         SPS/08         SPS/08         SPS/08         SPS/08         SPS/08         SECS-P/08         SECS-P/06         SECS-P/10         t least 6 CFU in         SPS/07</td></td></td<>	3         3         3         3         3         21         9         9         9         9         9         9         9         9         9         9         9         9         9         9         9         9         9         9         9 </td <td>SPS/08         SPS/07         SPS/07         NA         ctivities         Sector         SPS/08         SPS/08         SPS/08         SPS/08         SPS/08         SECS-P/08         SECS-P/06         SECS-P/10         t least 6 CFU in         SPS/07</td>	SPS/08         SPS/07         SPS/07         NA         ctivities         Sector         SPS/08         SPS/08         SPS/08         SPS/08         SPS/08         SECS-P/08         SECS-P/06         SECS-P/10         t least 6 CFU in         SPS/07	
Lab: Influencer marketing         Lab: Influencer marketing         Lab: Introduction to R         End of course requirements Curriculum-specific features Communication and marketing         Final Exam         Total compulsory credits         CURRICULUM: [B62-D] Corporate Communication         Ist COURSE YEAR (disactivated from academic year 2025/26) Core/compulsory cou         Curriculum-specific features Corporate Communication         Learning activity         Advertising and Visual Communication         Learning activity         Advertising and Visual Communication         Consumer culture         Digital Cultures and Communication research         Marketing (advanced)       Total compulsory credits         Elective courses Curriculum-specific elective courses for Corporate Communication         The student must obtain 9 CFU in one of the following modules:         Economics of communication         Human Resources Management         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 exattheir Bachelor studies:         Behavioural Sociology       Data Analysis         Market regulation and Business pract	3         3         3         3         3         21         32         33         34         35         36         36         37         36         37         36         37	SPS/08         SPS/07         SPS/07         NA         ctivities         Sector         SPS/08         SPS/08         SPS/08         SPS/08         SPS/08         SECS-P/08         SECS-P/06         SECS-P/10         tleast 6 CFU in         SPS/07         SPS/07         JUS/05	
Lab: Influencer marketing         Lab: Influencer marketing         Lab: Introduction to R         End of course requirements Curriculum-specific features Communication and marketing         Final Exam         Total compulsory credits         CURRICULUM: [B62-D] Corporate Communication         1st COURSE YEAR (disactivated from academic year 2025/26) Core/compulsory coutourriculum-specific features Corporate Communication         Learning activity         Advertising and Visual Communication         Computers and Communication research         Marketing (advanced)         Total compulsory credits         Elective courses Curriculum-specific elective courses for Corporate Communication         The student must obtain 9 CFU in one of the following modules:         Economics of communication 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 exatherin Bachelor studies:         Behavioural Sociology         Data Analysis         Market regulation and Business practices         The student must obtain 9 CFU in one of the following modules:         Research Design	3         3         3         3         3         21         21         21         21         21         21         21         21         21         99	SPS/08         SPS/07         SPS/07         NA         ctivities         Sector         SPS/08         SPS/08         SPS/08         SPS/08         SPS/08         SPS/08         SECS-P/08         SECS-P/06         SECS-P/10         teast 6 CFU in         SPS/07         IUS/05	
Lab: Advanced Digital Methods         Lab: Influencer marketing         Lab: Influencer marketing         Lab: Introduction to R         End of course requirements Curriculum-specific features Communication and market         Final Exam         Total compulsory credits         CURRICULUM: [B62-D] Corporate Communication         1st COURSE YEAR (disactivated from academic year 2025/26) Core/compulsory cour         Curriculum-specific features Corporate Communication         Learning activity         Advertising and Visual Communication         Consumer culture         Digital Cultures and Communication research         Marketing (advanced)         Total compulsory credits         Elective courses Curriculum-specific elective courses for Corporate Communication         The student must obtain 9 CFU in one of the following modules:         Economics of communication         Huma Resources Management         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 exatheir Bachelor studies:         Behavioural Sociology         Data Analysis         Market regulation and Business practices         The student must obtain 9 CFU in one of the following modules:         Research Design	3         3         3         3         3         21         32         33         34         35         36         36         37         36         37         36         37	SPS/08         SPS/07         SPS/07         NA         Ctivities         Sector         SPS/08         SPS/08         SPS/08         SPS/08         SPS/08         SPS/08         SECS-P/08         SECS-P/06         SECS-P/10         tleast 6 CFU in         SPS/07         IUS/05         SPS/07         INF/01	
Lab: Influenced Digital Methods         Lab: Influencer marketing         Lab: Influencer marketing         Lab: Introduction to R         End of course requirements Curriculum-specific features Communication and market         Final Exam         Total compulsory credits         CURRICULUM: [B62-D] Corporate Communication         Ist COURSE YEAR (disactivated from academic year 2025/26) Core/compulsory cou         Curriculum-specific features Corporate Communication         Learning activity         Advertising and Visual Communication         Consume culture         Digital Cultures and Communication research         Marketing (advanced)       Total compulsory credits         Total compulsory credits         Elective courses Curriculum-specific elective courses for Corporate Communication         The student must obtain 9 CFU in one of the following modules:         Economics of communication         Heat Analysis' for students who did not attend a statistics exatheir Bachelor studies:         Behavioural Sociology       Data Analysis         Market regulation and Business practices       The student must obtain 9 CFU in one of the following modules:         Research Design       Web communication	3         3         3         21         32         33         34         35         36         9         9         9         9         9         9         9         9         9         9         9	SPS/08         SPS/07         SPS/07         NA         Ctivities         Sector         SPS/08         SPS/08         SPS/08         SPS/08         SPS/08         SPS/08         SECS-P/08         SECS-P/06         SECS-P/10         tleast 6 CFU in         SPS/07         IUS/05         SPS/07         INF/01	

Corporate communication		9 SPS/08	
	Total compulsory credits	9	
Elective courses Curriculum-specific elective courses for	or Corporate Communication		
The student must obtain 9 CFU in one of the following modules.			
Digital Society		9 SPS/08	
Public Opinion Research		9 SPS/11	
Further elective courses Curriculum-specific features	Corporate Communication		
The student must obtain 9 CFU chosen among formative activiti	es (stage, internships or labs).		
Students who do not have an Italian qualification can choose to o		e skills• Italian	(for more
details see the section Language test / computer literacy test)		c skins. Itunun	(101 11010
Additional Language Skills: Italian (3 ECTS)		3 ND	
Lab.: Advanced Digital Methods		3 SPS/08	
Lab: Introduction to R		3 SPS/07	
End of course requirements Curriculum-specific featur	es Corporate Communication		
Final Exam	*	21 NA	
	Total compulsory credits	21	
	•	•	
CURRICULUM: [B62-G] DATA ANALYTICS FOR POLITICS,SOCIETY AND C	OMPLEX ORGANIZATIONS		

Analytics for Complex Organizations       6       SECS-P/10         Behavioural Sociology       9       SPS/07         Joing for Computational social science       6       INF/01         Cybersecurity and Privacy preservation techniques and digital security and privacy       6       (2) IUS/09, (2)         Just Analysis       9       SPS/07       JUS/14, (2) IUS/01, (2)         Jata Analysis       9       SPS/07       JUS/14, (2) IUS/01, (2)       JUS/14, (2)	1st COURSE YEAR (disactivated from academic year 2025/26) Core/compu			
Learning activity       Ects       Sector         Analytics for Complex Organizations       6       5ECS-P1/10         Banavioural Social science       6       187507         Coding for Computational social science       6       187601         Cybersecurity and Privacy preservation techniques and digital security and privacy       6       127 105/09, (2)	· · · ·	<b>TY AND COMP</b>	PLEX	
Analytics for Complex Organizations          Analytics for Complex Organizations       6       SECS-Pr10         Sehavioural Sociology       9       SPS07         Goling for Computational social science       6       1NF01         Sybersecutity and Privacy preservation techniques and digital security and privacy       6       1NF01         Data Analysis       9       SPS07       11SF14, (2) 1US701         Optical Cultures and Communication research       9       SPS708       11SF14, (2) 1US701         Optical Cultures and Communication research       9       SPS708       11SF14, (2) 1US701         Optical Cultures and Communication research       9       SPS708       11SF14, (2) 1US701         Optical Computes of Computational social and political attitudes       6       SPS704       11SF14, (2) 1US701         Optical Computes optical attitudes       10       15SF508       11SF14, (2) 1US701       11SF14, (2) 1US701         Concel and optical attitudes       10       SPS704       11SF14, (2) 1US701       11SF14, (2) 1US701         Concel and political attitudes       10       SPS704       11SF14, (2) 1US701       11SF14, (2) 1US701         Concel and optical attitudes       10       SPS704       11SF14, (2) 1US701       11SF14, (2) 1US701         Set of and optical attitudes       10       SPS704	ORGANIZATIONS			
Behavioral Sociology       9       SPS/07         Coding for Computational social science       6       [NFP0]         Coding for Computational social science       6       [NFP0]         Operational Social science       6       [NFP0]         Operational Social science       9       SPS/07         Operational Social science       9       SPS/08         Operational Social sciencies       9       SPS/08         Social and political attitudes       9       SPS/04         Social and political attitudes       6       SPS/04         Social and political attitudes       6       SPS/04         Social and political attitudes       6       SPS/04         COURSE YEAR Core/compulsory courses/activities       Curriculum-specific features DATA         ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS       Ects       Sector         Learning activity       6       SPS/07       6       SPS/07         Sig data analysis       6       SPS/07       6       SPS/07         Policy design analysis and evaluation       12       (6)       SPS/07       6         Viework analysis       6       SPS/07       12       NO       12       NO         Policy design analysis and evaluation	Learning activity	Ects	Sector	
Coding for Computational social science       6       INF/01         Cybersecurity and Privacy preservation techniques and digital security and privacy       6       [1] NE/01         Digital Cultures and Communication research       9       [5] SP5/07         Digital Cultures and Communication research       9       [5] SP5/08         Multivariate analysis for social scientists       6       [5] SP5/04         Social and political attitudes       6       [5] SP5/04         Courses YEAR Core/compulsory courses/activities       Curriculum-specific features DATA         ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS       Ects       Sector         Learning activity       6       [5] SP5/04       [6] SP5/04         Sig data analytics       6       SP5/04       [6] SP5/04         Vetwork analysis       6       SP5/04       [6] SP5/04, (6)         Sig data analytics       6       SP5/04, (6)       [1] NF/01         Vetwork analysis       6       SP5/04, (6)       [1] NF/01         Social and evaluation       12       [6] SP5/07, (6)       [1] NF/01         Further elective courses       Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY         AND COMPLEX ORGANIZATIONS       Total compulsory credits       24         Further elective c	Analytics for Complex Organizations			
Cybersecurity and Privacy preservation techniques and digital security and privacy       6       (2) TUS/09, (2) TUS/01, (2)				
Species with an analysis of a social and pulsities and ungain security and privacy of the secure of	Coding for Computational social science	6		
Digital Cultures and Communication research       9 SP5/08         Multivariate analysis for social scientists       6 SP5/04         Social and political attitudes       6 SP5/11         Total compulsory credits       57         2nd COURSE YEAR Core/compulsory courses/activities       Curriculum-specific features DATA         ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS       Ects         Learning activity       Ects       Sector         3 [a data analytics       6 SP5/04         Network analysis       6 SP5/04         Policy design analysis and evaluation       12 (f) SP5/04, (6)         Total compulsory credits       24         Further elective courses Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         Flue there elective courses Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS       12 (f) SP5/04, (6)         Further elective courses Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS       3 ND         Fuedents who do not have an Italian qualification can choose to obtain 3 CFU in Additional language skills: Italian (for mor details see the section Language test / computer literacy test)       3 ND         Vaditional Language Skills: Italian (3 ECTS)       3 SP5/07         Leard of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND Co	Cybersecurity and Privacy preservation techniques and digital security and privacy	0	IUS/14, (2) IUS/01	
Wildware analysis for social scientists       6       §PS:04         Social and political attitudes       6       §PS:01         Total compulsory credits       57         2nd COURSE YEAR Core/compulsory courses/activities       Curriculum-specific features DATA         ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS       Ects       Sector         Big data analytics       6       §PS:04       0         Vetwork analysis       6       \$PS:04       0         Policy design analysis and evaluation       12       (6)       \$PS:04.(6)         Total compulsory credits       24       12       (6)       \$PS:04.(6)         Further elective courses       Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY       12       (6)       \$PS:04.(6)         ND       COMPLEX ORGANIZATIONS       12       (6)       \$PS:04.(6)       12       (7)       (7)       12       (7)       12       (7)       12       (7)       12       (7)       12       (7)       12       (7)       12       (7)       12       (7)       12       (7)       12       (7)       12       (7)       12       12       12       12       12       12       12       12       12       12 <td< td=""><td>Data Analysis</td><td></td><td></td></td<>	Data Analysis			
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       Ects       Sector         lig data analytics       6       SPS/04         %etwork analysis       7       12         %ore courses       Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY         AND COMPLEX ORGANIZATIONS       24         Further elective courses Curriculum-specific features to obtain 3 CFU in Additional language skills: Italian (for mor details see the section Language test / computer literacy test)         Videtional Language Skills: Italian (18 ECTS)       3       ND         .ab: AdvanceDigital Methods       3       SPS/07         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY       AND				
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       585/04         Network analysis       6         Policy design analysis and evaluation       12         Total compulsory credits       24         Further elective courses Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         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 mor letails see the section Language test / computer literacy test)         Additional Language Skills: Italian (3 ECTS)       3       ND         _a.b. Advanced Digital Methods       3       3 SPS/07         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         Computer literacy test)         Advanced Digital Methods       3       SPS/07         advaluage Skills: Italian (19 CTS)         _a.b. Introduction to R				
2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features DATA         ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         Learning activity       Ects       Sector         3ig data analytics       6       SP5/04         Vetwork analysis       6       SP5/04         20licy design analysis and evaluation       12       (6) SP5/07         20licy design analysis and evaluation       12       (6) SP5/04, (6) (1) (1) (1) (1) (1) (1) (1) (1) (1) (1			SPS/11	
ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         Learning activity       Ects       Sector         Big data analytics       6       SPS/04         Vetwork 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         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 mor details see the section Language test / computer literacy test)         Additional Language Skills: Italian (3 ECTS)       3       ND         .ab: Advanced Digital Methods       3       SPS/07         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS       21         Final Exam       21       NA				
Learning activity       Ects       Sector         Big data analytics       6       SP5/04         Vetwork analysis       6       SP5/04         Vetwork analysis       6       SP5/07         Policy design analysis and evaluation       12       (6)       SP5/04, (6)         Proticy design analysis and evaluation       12       (6)       SP5/04, (6)         Proticy design analysis and evaluation       12       (6)       SP5/04, (6)         Proticy design analysis and evaluation       12       (6)       SP5/04, (6)         Proticy design analysis and evaluation       12       (6)       SP5/04, (6)         Proticy design analysis and evaluation       12       (6)       SP5/04, (6)         Proticy design analysis and evaluation       12       (6)       SP5/04, (6)         Proticy design analysis and evaluation       12       (6)       SP5/04         Further elective courses Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY       AND COMPLEX ORGANIZATIONS       Students who do not have an Italian qualification can choose to obtain 3 CFU in Additional language skills: Italian (for mor details see the section Language test / computer literacy test)       3       ND         Additional Language Skills: Italian (3 ECTS)       3       ND       3       SP5/07         L			TA	
Big data analytics       6       SPS/04         Network analysis       6       SPS/07         Policy design analysis and evaluation       12       (6) SPS/07         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 mor details see the section Language test / computer literacy test)         Additional Language Skills: Italian (3 ECTS)       3       ND         a.b: Advanced Digital Methods       3       SPS/08       3         a.b: Introduction to R       3       SPS/08       3       SPS/07         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         Einal Exam       21       NA         Total compulsory credits       21	ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIO	<b>NS</b>		
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 mor details see the section Language test / computer literacy test)         Additional Language Skills: Italian (3 ECTS)       3       ND         .a.b: Advanced Digital Methods       3       SPS/08         .ab: Introduction to R       3       SPS/08         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         Emal Exam       21       NA         Total compulsory credits       21	Learning activity	Ects	Sector	
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         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 mor details see the section Language test / computer literacy test)         Additional Language Skills: Italian (3 ECTS)         3         Additional Language Skills: Italian (3 ECTS)         ab: Advanced Digital Methods         ab: Introduction to R         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         Final Exam         21         NA         Total compulsory credits         21	Big data analytics	6	SPS/04	
Total compulsory credits       12       INF/01       12       <	Network analysis	6	SPS/07	
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 mor         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         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY         AND COMPLEX ORGANIZATIONS         Final Exam       21 NA         Total compulsory credits       21	Policy design analysis and evaluation	12		
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 mor details see the section Language test / computer literacy test) Additional Language Skills: Italian (3 ECTS) Additional Language Skills:	Total compulsory	credits 24		
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 mor details see the section Language test / computer literacy test) Additional Language Skills: Italian (3 ECTS) Additional Language Skills:		·	-	
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 mor details see the section Language test / computer literacy test) Additional Language Skills: Italian (3 ECTS) Additional Language Skills:	Further elective courses Curriculum-specific features DATA ANALYTICS I	FOR POLITIC	S,SOCIETY	
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         Additional Language Skills: Italian (3 ECTS)       3         Lab.: Advanced Digital Methods       3         Lab: Introduction to R       3         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         Final Exam       21         NA         Total compulsory credits       21	AND COMPLEX ORGANIZATIONS			
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         Additional Language Skills: Italian (3 ECTS)       3         Lab.: Advanced Digital Methods       3         Lab: Introduction to R       3         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS         Final Exam       21         NA         Total compulsory credits       21	The student must obtain 9 CFU chosen among formative activities (stage, internships or l	abs).		
details see the section Language test / computer literacy test)       3 ND         Additional Language Skills: Italian (3 ECTS)       3 ND         Lab.: Advanced Digital Methods       3 SP5/08         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			• Italian (for more	
Additional Language Skills: Italian (3 ECTS)       3 ND         Lab.: Advanced Digital Methods       3 SPS/08         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		in iniguage simila	• rumun (tor more	
Lab.: Advanced Digital Methods       3       SPS/08         Lab: Introduction to R       3       SPS/07         End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS       3         Final Exam       21       NA         Total compulsory credits			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				
End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS, SOCIETY         AND COMPLEX ORGANIZATIONS         Final Exam         21         NA         Total compulsory credits         21		-		
AND COMPLEX ORGANIZATIONS Final Exam Total compulsory credits 21 NA 21			515/07	
AND COMPLEX ORGANIZATIONS Final Exam Total compulsory credits 21 NA 21	End of course requirements Curriculum-specific features DATA ANALYTICS FOR DOLITICS SOCIETY			
Total compulsory credits     21	AND COMPLEX ORGANIZATIONS		100,0001211	
Total compulsory credits     21	Final Exam	21	NA	
CURRICULUM: [B62-H] DIGITAL COMMUNICATION AND PUBLIC OPINION				
CURRICULUM: [B62-H] DIGITAL COMMUNICATION AND PUBLIC OPINION			•	
CORRECTION, 1802-111 DIGHAE COMMUNICATION AND FUBLIC OPINION	CUDDICULUM, DC2 11 DICITAL COMMUNICATION AND DUDLIC ODIVION			
	CURRICULUM, [D02-II] DIGITAL CUMMUNICATION AND PUBLIC UPINION			

1st COURSE YEAR (disactivated from academic year 2025/26) Core/compulsory courses/activities			
Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION			
Learning activity	Ects	Sector	
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			SPS/11
Research Design			SPS/07
Survey methods		-	SPS/07
	Total compulsory credits	57	
Elective courses Curriculum-specific elective courses for DIGIT	AL COMMUNICATI	ON A	ND PUBLIC
The student must obtain 9 CFU in one of the following modules.			
It is mandatory to attend the module Web Communication for students wh least 6 CFU in their Bachelor studies, possibly among the 9 cfu of the stude	-	ter scie	ence exam of at
Behavioural Sociology			SPS/07
Data Analysis		-	SPS/07
Web communication			INF/01
2nd COURSE YEAR Core/compulsory courses/activities Currie	culum-specific feature	es DIC	GITAL
COMMUNICATION AND PUBLIC OPINION			
Learning activity			Sector
Coding for Computational social science		-	INF/01
Journalism, Media and Politics	1		SPS/08
	Total compulsory credits	15	J
Further elective courses Curriculum-specific features DIGITAL OPINION	COMMUNICATION	N ANI	<b>D PUBLIC</b>
The student must obtain 9 CFU chosen among formative activities (stage, in	nternships or labs).		
Students who do not have an Italian qualification can choose to obtain 3 CI	<b>_</b>	e skills	: Italian (for more
details see the section Language test / computer literacy test)			
Additional Language Skills: Italian (3 ECTS)			ND
Lab.: Advanced Digital Methods			SPS/08
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	