



UNIVERSITA' DEGLI STUDI DI MILANO
PROGRAMME DESCRIPTION - ACADEMIC YEAR 2025/26
BACHELOR
COMMUNICATION AND SOCIETY (Classe L-20 R)
Enrolled in 2025/2026 academic year

HEADING

Degree classification - Denomination and code:	L-20 R
Degree title:	Dottore
Length of course:	3 years
Total number of credits required to complete programme:	180
Years of course currently available:	1st
Access procedures:	Cap on student, student selection based on entrance test
Course code:	BAA

PERSONS/ROLES

Head of Study Programme

Prof. Sergio Splendore

Tutors - Faculty

Tutor per l'orientamento - Prof. Federico Boni

Tutor per la mobilità internazionale e l'Erasmus – Dott. Alessandro Gerosa

Tutor per stage e tirocini - Prof. Sergio Splendore

Tutor per laboratori e altre attività - Dott.ssa Alessia Corti

Degree Course website

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

Degree Course Tutor Contacts

Email: comunicazionesoc@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 DSA 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

Communication is a key factor in culture, economics, international relations and politics. The aim of the degree course is to make the students who attend it more aware and equipped to navigate the complexity of the contemporary world in its intertwining with the production, dissemination, use and interpretation of the multiplicity of communication flows in their different gener/i, formats and languages that cross everyday life. The other objective immediately contiguous to the first is to train communication professionals who know how to work in its most varied fields with a solid theoretical and technical preparation that is necessarily interdisciplinary. Communication, as it develops in the digital context, in fact requires a mixture of specific and generalist knowledge, precise skills and adaptability, solidity and adaptation to change.

In order to meet these needs, the degree course in Communication and Society aims to provide graduates with solid basic knowledge in the main fields of communication (from sociology to psychology, from economics to law, from information technology to history) and a wealth of ductile skills that will enable graduates of this course to quickly learn the methodologies and techniques useful for knowing how to communicate professionally in various fields. The aim is to convey the fundamental communication, production and organisational processes of the publishing, marketing, journalism and information production industries. Graduates in the degree programmes of the class must:

- possess knowledge of sociological, psychological, legal, economic and statistical content to know how to deal with awareness and professionalism the contemporary world of communication, from its simplest forms to the most complex organizations, from traditional to digital forms of content production;

- possess knowledge permeable to the adoption of methods and techniques capable of effectively interpreting change and organizational innovation in the complex world of communication; - be able to assist private companies and public institutions in the design and implementation of communication plans aimed at best representing the company or institution for which you work;

- be able to design, produce and distribute media content through the wide network of private and public companies operating in the sector;

- have the ability to understand, intercept and predict the distribution of individual communicative products through networks and the underlying algorithmic logics;

- possess skills to use artificial intelligence tools for the design and implementation of media content or communication projects. In order to integrate the theoretical knowledge acquired with the curricular courses and strengthen the transversal competences, the training path includes laboratory activities and internships, also in the form of external activities (training placements at institutions, companies and non-profit organisations), and study stays at other foreign universities. The course aims to train graduates who are inserted in both the world of communication and information, advertising, (digital) marketing, social media management, SEO practices, organization of events, publishing activities, to understand everything that has to do with the developments of artificial intelligence.

The degree programme also includes laboratory activities and internships to bring students closer to the world of work. The good theoretical and methodological preparation provided in the three-year period also allows you to continue your studies by enrolling in master's degrees in the area of communication, marketing and corporate and public communication.

Expected learning outcomes

Knowledge and understanding

The world of communication is vast and varied. The degree course aims to help students acquire a greater awareness of the logic and ways in which communication products are distributed, used and implemented. From writing a simple message for social media to producing a high-budget television program, from organizing a promotional event to that of an important fair, all communication products go through constraints, the context in which they are situated. The methods of verification to ensure that these skills have been acquired are varied:

- traditional written and/or oral examinations, in which knowledge and memorization are certainly assessed, but reasoning and connection making skills are also tested;

- the teachers solicit participation in the classroom, inviting students to speak and express themselves;

- some courses involve intermediate or practical work;

- The skills acquired through group work and practical activities are mainly tested in laboratories. The degree programme will teach:

- to analyze and understand the dynamics that guide the choices made in the construction of certain communicative objects;

- to know and grasp the distributive processes, which means knowing how to make market analysis with respect to the placement of a media product, but also knowing how to deconstruct the black box of the functioning of the algorithms. The students of the degree course must come to understand how the trajectories of certain communicative products are not random nor imposed by unknowable algorithmic or market trajectories, but are guided by cultural contexts, social, political and economic that can be read and in some cases foreseen. The teaching of sociology and psychology is aimed at making students learn not only the different ways in which communication products are used but also the multiplicity of readings and interpretations that people attribute to any media product: You can watch the same video fragment in the same subway car and interpret it in a different way than watching it in opposite parts of the globe and come to similar conclusions. The degree program helps to understand these different media product adoption practices.

The degree programme helps

- to become aware that both the use of the media and the communication flows it distributes, as well as the interpretations attributed to those flows, also depend on cultural contexts, social, legal, political and economic environments in which they are located and accepted. The expected result of the study is precisely the understanding of this multiplicity and plurality of reactions to exposure to media content, as well as their ability to understand, classify and partially predict them;

- to understand the constant transformations of the communication sector, within the dynamics of both private and public contexts, the production of content for the media industry and the representation of public and private actors who necessarily through the different media present themselves and exhibit themselves in the communicative arena.

Ability to apply knowledge and understanding

The degree programme teaches:

- to know and understand the needs of communication actors and people who receive, use and interpret the content

produced;

- identify the effective communication to be implemented according to contexts;
- to know the logics through which a media text is produced, this means being equipped to enter any professional context aimed at the production of the media;
- to obtain expertise on the trajectories through which media products circulate and are distributed in the interwoven mixture between market logics and algorithmic logics, To help future communication professionals make choices for the planning and development of any media product (whether it is a post to write or a short video to create for a company's social media account or writing a war report or high-budget TV series);

The degree program equips you to carry out market surveys, sector studies, behavior analysis to anticipate and address the different reactions that audiences, customers or simply people will have with respect to that product. In addition, it strengthens knowledge of the public's reactions in terms of use but also understanding, so that it can correct or modify certain strategies used for the production and distribution of those particular products. The sociological, psychological, marketing and data analysis fields contribute to achieving these objectives. The verification of these objectives is carried out as follows:

- the traditional written tests (with structured tests and/or open questions) or oral tests, in order to test the acquired knowledge and communicative skills in the contexts of collaboration;
- the methods and forms of innovative and participatory teaching in the classroom, during the course of lessons, with requests for active participation to students attending;
- the acquisition of applied skills through workshops, which always include practical exercises; - further training activities; which consist in the performance of internships and work placements at communication companies with which the degree programme collaborates and relates constantly.

Autonomy of judgment

The course teaches to:

- understand the complex phenomena, autonomous judgment and solving of complex theoretical and practical problems, related to the themes of communication, organization of campaigns, setting up and management of crisis situations. The teaching activities, exercises and workshops, organized mainly in the third year of the course, are based on case discussion and simulation of particular and realistic situations and problems. The evaluation of these educational activities (economics and advertising techniques, organization and human resources, global policies, etc.) takes into account the ability to analyse the context and propose appropriate solutions to the issues and problems facing us;

- thinking of complex long-term communication projects as precise objectives to be achieved in a short time and maintained in the long term;

- recognize and remedy the main mechanisms of operation and, in case of malfunction, communication strategies implemented both by actors in the media industry and private or public companies involved in the production of media texts. These objectives are to be achieved by:

- the analytical tools provided by teaching in the sociological, psychological, economic and legal fields, which help to consolidate the capacity for autonomous mastery of the different approaches to media content production and management;

- the choice of courses, with which the student is encouraged to create his own path of study, autonomous and personalized, in order to enhance their own attitudes and preferences. The verification of these objectives is carried out as follows:

- active participation during the individual courses and during the course; - written intermediate tests that teachers will suggest during the individual courses

Communication skills

Graduates must first be able to understand communication flows and products in their complexity and trajectories. Then they must demonstrate that they can communicate effectively starting from the use of personal media, applying their writing skills and in the production/ management of audiovisual content. The writing workshops, investigative journalism, publishing and communication, personal branding, copywriting, have the objective of developing both written and oral, visual and audio communication skills in Italian and English. These activities are given in the form of workshops because they require teaching methods in small groups of students to be effective. It is precisely in this context that the teachers can best verify through group work, practical activities carried out either in the classroom or independently but shown in the classroom or handed over to/the teacher.

Ability to learn

The course involves the acquisition of appropriate skills for the development and deepening of additional skills in relation to: information management, databases and other computer and network resources, of relationship with the tools of artificial

intelligence, the basic cognitive tools for the continuous updating of knowledge. The final test is considered central in the assessment of learning outcomes, as it allows an additional element of assessment on the actual individual process of learning methods, and skills and their effective and appropriate use.

Professional profile and employment opportunities

Digital communication professions

Function in a work context: the professions covered by this unit apply skills to produce, manage, control, communication that takes place through social media and the network more generally.

Skills associated with the function: ability to create content for social media, management and moderation of feedback received, skills in managing large portions of online audiences.

Employment opportunities: social media manager, SEO manager, web-designer, community management, copywriting.

Marketing technicians

Function in a working context: the professions covered by this unit assist specialists in defining strategies and research to detect market acceptance of marketed goods and services, market conditions and the possibilities of commercial penetration of products or services, to identify competitive situations, prices and types of consumers, or apply procedures established to collect information in this regard, analyse, organise and present them in a relevant and meaningful way to specialists and managers in the field.

Skills associated with the function: knowledge and competence of marketing principles, both traditional and digital; knowledge of social media languages.

Employment opportunities: marketing manager; marketing technician in advertising companies; operational marketing technician; strategic marketing technician; social media manager; content creator; SEO specialist; web designer and web developer.

Advertising technicians

Function in a working context: the professions classified in this unit assist specialists in promoting the market activities of a company or organization and in creating a positive public image of the same, or they apply and follow procedures to programme and activate Promotions and advertising campaigns of various kinds and on various media.

Skills associated with the function: knowledge and competence in advertising communication languages and techniques.

Employment opportunities: advertising account; art-buyer in advertising agencies; media buyer; media planner; traffic organizer in advertising agencies; ad producer; ad programmer; promoter of television programmes; Head of Social Communication; Sponsorship Technician.

Public relations technicians

Function in a working context: the occupations classified in this unit assist specialists in researching, selecting, collecting and systematizing favourable information and advertising material; follow procedures to organize and sponsor events of particular importance and visibility not directly related to the advertising promotion

Skills associated with the function: knowledge and skills in agency writing; knowledge and skills in public relations techniques.

Employment opportunities: public relations officer; public relations executive

Technicians in the organization of radio and television production

Function in a work context: the professions classified in this unit organise and monitor activities related to the implementation of schedules and radio and television programmes.

Skills associated with the function: knowledge of languages and techniques for the production of radio and television content.

Employment opportunities: post-production worker; production secretary; editing secretary; programming assistant; television programme assistant; film producer assistant; director of television productions.

Initial knowledge required

To be admitted to the degree programme, an upper secondary school diploma or another qualification obtained abroad and recognised as suitable is required. To be admitted to the course, it is necessary to take the TOLC-SPS, the Online Test organised by CISIA, (Consorzio Interuniversitario Sistemi Integrati per l'Accesso). The disciplinary knowledge required for admission is considered positively verified if the scores indicated in the selection notice are reached. Students admitted with a grade below the minimum set for the above-mentioned examination are assigned additional educational obligations. These obligations must be fulfilled within the first year of the course; if the student does not fulfil the obligations by the aforementioned deadline, he/she will not be able to sit the examinations of the years following the first.

In order to be admitted to the course, knowledge of English at level B1 of the European Framework of Reference for Languages is also required. Knowledge of the English language is ascertained by passing a specific test, the result of which does not contribute to the formation of the admission rank list. Students in possession of the corresponding language certificates, obtained no more than three years prior to the date of submission of the application for admission to the course, may be exempted from the English language test.

In order to fulfil the OFA in English and to sit the English language exam provided for in the study plan, knowledge of English at level B1 of the Common European Framework of Reference for Languages (CEFR) is required. This level can be attested in the following ways

- by submitting a language certificate obtained no more than 3 years prior to the date of submission of the application, of level B1 or higher (for the list of language certificates recognised by the University, see the website: (<https://www.unimi.it/it/node/39322>).

The certification must be uploaded at the time of enrolment or, subsequently, on the portal <http://studente.unimi.it/uploadCertificazioniLingue>;

- via Placement Test, provided by the University Language Centre SLAM exclusively during the first year, from October to December. In the event of failing the test, it will be necessary to follow the courses provided by the SLAM Centre.

The Placement Test is compulsory for all those who do not have a valid certification.

Those who do not take the Placement Test by December or do not pass the final course test within 6 attempts will have to obtain certification privately in order to clear the OFA and take the English language exam.

Compulsory attendance

Course attendance is highly recommended.

Internship criteria

The internship activated through the University COSP (University Study and Career Guidance Service) is the priority route for access to recognition of the three credits for further training activities. In this way it is possible to integrate the training offered by the Degree programme through an important opportunity to apply the skills acquired during the course of study, and to integrate these skills with those typical of a work/professional context. Generally speaking, all types of work contexts related to the disciplines of communication seem appropriate; however, at the time of approval of the training project, the tutor proceeds to assess the consistency of the specific activities proposed with the educational aims of the Degree programme. The internship is a training experience of which there are various types: curricular internships may be undertaken by those who have completed a course of study no more than 12 months previously. Cosp manages the procedures for the activation of internships at public and private organisations and companies for students enrolled, graduates and post-graduates at our university. It is possible to find an internship using the University's job and internship notice board (Cosp). If the student finds an internship through other channels or independently, he or she must still follow the University's procedures provided by Cosp. More information at <https://www.unimi.it/en/study/traineeships-and-work/traineeships-and-internships>

Degree programme final exams

The degree in Communication Sciences and Society - Class L-20, is awarded after passing a final examination, which may consist in the preparation of a written paper, also in a foreign language, on a previously agreed topic, or in a written report on the internship or stage activity carried out by the student, in accordance with the procedures indicated in the Degree Course Regulations. In some cases the written paper may be replaced by an audiovisual or computer-based paper or by another type of examination.

To be admitted to the final examination the student must have obtained 174 credits.

Notes

Computer skills

Students who are supposed to earn 3 credits (CFU) for basic computer skills, as provided by their degree programme, have to attend the 'Computer Science Course' through the e-learning platform of the project called '3CFU Informatica' accessible at the following link: <https://3cfuinformatica.unimi.it>.

It is a blended course with a compulsory final exam.

The first exam session is scheduled for January, and more will follow according to a calendar to be made available on the course delivery platform.

Students who have already fulfilled an ICT Assessment during their previous studies should submit the related certification to their degree Secretariat, seeking its acknowledgement: it will be evaluated and they will receive a positive or negative feedback.

The 'Computer Science Course 3CFU' course is managed by the CTU - Teaching and Learning Innovation and Multimedia Technology Centre.

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 BA in Communication and Society, through the Department of Social and Political Sciences, has entered into a “double degree” agreement with the U.S. University “John Cabot University” (Rome), the agreement requires compulsory attendance for three terms. To participate, an excellent knowledge of English, duly certified, is required. A special announcement establishes the conditions for entering the selection. Said exchanges do not enjoy financial support from the University of Milan.

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
- 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

1st COURSE YEAR Core/compulsory courses/activities common		
Learning activity	Ects	Sector
Constitutional and Media Law	12	(6) IUS/09, (6) IUS/10
English	9	L-LIN/12
History of Communication in the Contemporary Age	6	M-STO/04
Italian Language Workshop	3	L-LIN/01
Media Economics	9	SECS-P/06
Psychology of Communication	9	M-PSI/06
Sociolinguistics	9	L-LIN/01
Sociology and Culture	9	SPS/08
	Total compulsory credits	66
2nd COURSE YEAR (available as of academic year 2026/27) Core/compulsory courses/activities common		
Learning activity	Ects	Sector
Communications Culture	6	M-STO/04
Computer Science Course	9	SPS/08
Digital Media	3	INF/01
Information Technology	9	L-ART/06
Marketing and Business Strategies	6	INF/01
Media sociology	9	SECS-P/08
Research Methods in the Social Sciences	9	SPS/08
	Total compulsory credits	63

3rd COURSE YEAR (available as of academic year 2027/28) Core/compulsory courses/activities common		
Learning activity	Ects	Sector
Languages of the media	6	L-LIN/11
	Total compulsory credits	6
Elective courses		
Students must achieve 6 CFU in one of the following topics		
Economics of Advertising	6	SECS-P/08
Freedom of Speech and Expression	6	IUS/08
Students must achieve 6 CFU in one of the following topics		
Gender, Family and Society	6	SPS/08
Qualitative research in social organization	6	SPS/07
Sociology of Cultural Processes	6	SPS/08
Students must achieve 6 CFU in one of the following topics		
	6	SPS/07
Global Information Processes	6	SPS/07
Human Resources Organization	6	SECS-P/10
Students must achieve 6 CFU in one of the following topics		
Digital sociology and global politics	6	SPS/08
European Media Law	6	IUS/14
Further elective courses		
Students must achieve 12 CFU of free choice		
Students must achieve 3 CFU with workshop or internship		
End of course requirements		
Final Exam	6	NA
	Total compulsory credits	6

COURSE PROGRESSION REQUIREMENTS

The course contains the following obligatory or advised prerequisites

Learning activity	Prescribed foundation courses	O/S
Marketing and Business Strategies	Economics of Advertising	Core/compulsory
Media Economics	Languages of the media	Core/compulsory
	Economics of Advertising	Core/compulsory
	Freedom of Speech and Expression	Core/compulsory
	Qualitative research in social organization	Core/compulsory
	Sociology of Cultural Processes	Core/compulsory
	Gender, Family and Society	Core/compulsory
	Global Information Processes	Core/compulsory
		Core/compulsory
	Human Resources Organization	Core/compulsory
	European Media Law	Core/compulsory
Constitutional and Media Law	Digital sociology and global politics	Core/compulsory
	Languages of the media	Core/compulsory
	Economics of Advertising	Core/compulsory
	Freedom of Speech and Expression	Core/compulsory
	Qualitative research in social organization	Core/compulsory
	Sociology of Cultural Processes	Core/compulsory
	Gender, Family and Society	Core/compulsory
	Global Information Processes	Core/compulsory
		Core/compulsory
	Human Resources Organization	Core/compulsory
European Media Law	Core/compulsory	
Italian Language Workshop	Digital sociology and global politics	Core/compulsory
	Languages of the media	Core/compulsory
	Economics of Advertising	Core/compulsory
	Freedom of Speech and Expression	Core/compulsory
	Qualitative research in social organization	Core/compulsory
	Sociology of Cultural Processes	Core/compulsory
	Global Information Processes	Core/compulsory
		Core/compulsory
	Human Resources Organization	Core/compulsory
	Digital sociology and global politics	Core/compulsory

English	Languages of the media	Core/compulsory
	Economics of Advertising	Core/compulsory
	Freedom of Speech and Expression	Core/compulsory
	Qualitative research in social organization	Core/compulsory
	Sociology of Cultural Processes	Core/compulsory
	Gender, Family and Society	Core/compulsory
	Global Information Processes	Core/compulsory
		Core/compulsory
	Human Resources Organization	Core/compulsory
	European Media Law	Core/compulsory
	Digital sociology and global politics	Core/compulsory
Psychology of Communication	Languages of the media	Core/compulsory
	Economics of Advertising	Core/compulsory
	Freedom of Speech and Expression	Core/compulsory
	Qualitative research in social organization	Core/compulsory
	Sociology of Cultural Processes	Core/compulsory
	Gender, Family and Society	Core/compulsory
		Core/compulsory
	Human Resources Organization	Core/compulsory
	European Media Law	Core/compulsory
	Digital sociology and global politics	Core/compulsory
	Sociolinguistics	Languages of the media
Economics of Advertising		Core/compulsory
Freedom of Speech and Expression		Core/compulsory
Qualitative research in social organization		Core/compulsory
Sociology of Cultural Processes		Core/compulsory
Gender, Family and Society		Core/compulsory
Global Information Processes		Core/compulsory
		Core/compulsory
Human Resources Organization		Core/compulsory
European Media Law		Core/compulsory
Digital sociology and global politics		Core/compulsory
Sociology and Culture	Digital Media	Core/compulsory
	Media sociology	Core/compulsory
	Communications Culture	Core/compulsory
History of Communication in the Contemporary Age	Languages of the media	Core/compulsory
	Economics of Advertising	Core/compulsory
	Freedom of Speech and Expression	Core/compulsory
	Qualitative research in social organization	Core/compulsory
	Sociology of Cultural Processes	Core/compulsory
	Gender, Family and Society	Core/compulsory
	Global Information Processes	Core/compulsory
		Core/compulsory
	Human Resources Organization	Core/compulsory
	European Media Law	Core/compulsory
	Digital sociology and global politics	Core/compulsory