



**UNIVERSITA' DEGLI STUDI DI MILANO**  
**PROGRAMME DESCRIPTION - ACADEMIC YEAR 2025/26**  
**MASTER DEGREE**  
**PUBLIC AND CORPORATE COMMUNICAION (Classe LM-59 R)**  
**Enrolled in 2025/26 academic year**

### **HEADING**

<b>Degree classification - Denomination and code:</b>	LM-59 R
<b>Degree title:</b>	Dottore Magistrale
<b>Curricula currently available:</b>	COMMUNICATION AND MARKETING / CORPORATE COMMUNICATION / DIGITAL MEDIA, DATA AND SOCIETY
<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>	BBC

### **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/it>

#### **For any information please contact:**

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

#### **Tutor for Academic guidance:**

Alessandra Giulietti

#### **Tutor for International students:**

Luca Giuffrè

### **CHARACTERISTICS OF DEGREE PROGRAMME**

#### **General and specific learning objectives**

The main objective of the degree course in Public and Corporate Communication is to provide students with advanced training in the theory and techniques of communication and the strategic use of information, with particular reference to corporate and digital communication in public and private contexts, in institutions and administrations, in public bodies, in non-profit organisations and professional agencies that produce advertising and communication products (events, campaigns, press services and public relations). Furthermore, they will acquire methodological skills suitable for the

realisation of communication products and promotional campaigns of public bodies, companies and non-profit organisations; skills suitable for the management of internal and external communication flows of companies, public bodies and companies and third sector organisations, as well as academic and market research skills in relation to data analysis, also digital, communication and culture, also organisational, of companies, with particular reference to the use of new communication technologies and the study of changes in the public, users and consumers, public opinion and society. To this end, the training pathway is developed through teaching in the disciplines of public and corporate communication and social, IT and languages disciplines up to a maximum of 69 credits, to which a maximum of 18 credits are added from related training activities and a further 39 credits from other activities, of which 21 credits are reserved for the final examination. The course is divided into curricula with specific focuses: on corporate communication, on communication and marketing and on the study of social and cultural changes in the context of advanced digital societies, with particular reference to the analysis of data in the context of these societies.

For the purposes indicated, the master's degree course in the class includes the following competences

- knowledge of the English language among the curricular entry requirements;
- activities dedicated to the deepening of fundamental knowledge, both theoretical and methodological, in the various fields of communication and information, with particular reference to the analysis of the media ecosystem used in the communication of companies, public bodies and non-profit organisations;
- activities dedicated to the application of academic and market research methods on communication and organisational culture, on management dynamics in organisations and on the characteristics and behavioural styles of the publics;
- activities dedicated to deepening knowledge and research techniques applied to the analysis of communication audiences, public opinion, market surveys and data analysis. For these purposes, the training includes the acquisition of methodological and technical skills relating to the collection, measurement and processing of data relevant to opinion and market research, including the analysis and processing of large-scale digital data, and the analysis of the functioning of the communication ecosystem from a technological point of view, of intra- and extra-communication dynamics, as well as of social advertising, of regulations concerning public law bodies and non-governmental organisations, as well as the achievement of a complete mastery, both theoretically and practically, of the multidisciplinary methodologies and techniques inherent to the various fields of social communication. The training thus includes activities aimed at acquiring advanced knowledge in the fields of communication theories, consumerism, social research and marketing in general.

The training pathway may include workshop and/or internship activities also in the form of external activities (training placements at institutions, companies and non-profit organisations, as well as study stays at other Italian universities.

Once the degree has been obtained, it will be possible to access PhD courses in the field of Sociological Communication and Methodology.

### **Expected learning outcomes**

#### Knowledge and understanding

At the end of their studies, graduates of this course of study will have acquired - advanced understanding of the phenomena and activities relating to communication and the media, with particular reference to digital and business in public and private contexts, in institutions and administrations in public bodies, non-profit organisations and professional agencies that produce advertising and communication products;

- advanced organisational and management skills in the field of public and corporate communication, with particular reference to new technologies, as well as the ability to apply the relevant knowledge in the performance of communication and public relations activities in private companies, public bodies and non-profit organisations;
- advanced skills in analysing data and conducting social and market in relation to the different sectors and audiences of media and communication, the study of public opinion and advanced societies;
- advanced skills in the written and oral use of the English language;
- skills in the production of advanced informative and communicative texts for the different production sectors and areas of communication.

These skills in the application of the knowledge acquired will be acquired through the teachings of the course of study and also through laboratory activities laboratory and group work in relation to specific objectives, as well as through external activities such as internships in companies and stays at universities in other European countries, within the framework of national and international agreements. The expected results will be verified by means of examinations and laboratory tests, as well as through classroom discussion, presentation and comparison between students.

#### Ability to apply knowledge and understanding

Graduates in Public and Corporate Communication, upon graduation, will have learnt to apply the theoretical and methodological knowledge acquired during the course in relation to concrete cases, in order to identify the most effective solutions for the development of advanced communication products and strategies through research practices and methodologies, with particular reference to the most recent developments in the field of digital communication and data analysis. These skills will be developed by means of various teaching methods: lectures, seminars, workshops, group discussions, drafting of papers. The skills acquired will be tested by means of written and/or oral examinations.

#### Autonomy of judgement

Graduates will be able to perform autonomous tasks at managerial level and support organisational responsibilities at different levels of governance in companies and administrations.

The courses provide the skills and sensitivities required to perform managerial functions with a focus on business issues but

also on the dynamics of industrial relations.

#### Communication skills

Graduates will possess advanced knowledge of personal, corporate, internal and external communication techniques to ensure the dissemination of knowledge and the better functioning of organisations. In particular, advanced knowledge of written and spoken English is an essential condition for successful communication in a digital and global context.

Specialised writing workshops in Italian and English, interactive methods in the various courses, and daily contact with communication issues in the various corporate, institutional and social sectors enable the consolidation of communication skills that are a *conditio sine qua non* for the success of graduates and master's degree students in Public and Corporate Communication. The expected results will be verified by means of laboratory tests, moments of classroom discussion, presentation also in groups, and comparison between students.

#### Learning skills

Graduates and master's graduates in Public and Corporate Communication will have acquired a significant sensitivity to the inescapable need to keep a constant eye on developments in the fields of public, political and corporate communication, and to remain strongly connected with the evolution of scientific and professional knowledge and digital cultures. The writing of the final thesis, for which no less than 21 of the total 120 credits are recognised, is the test of all the skills listed here, but above all of the ability to tune in and remain constantly in tune with a rapidly changing world such as that of communication.

### **Professional profile and employment opportunities**

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

- Positions of responsibility in the field of design, direction and evaluation of corporate communication plans, marketing, external relations and advertising.
- Positions of responsibility in the field of design, direction and evaluation of social communication plans, social marketing and political-electoral marketing, external relations, political and public affairs consultancy;
- Responsible and advisory positions in the management of communication and marketing departments in private and public companies, advanced service sector agencies and market research institutes, voluntary associations, political parties and demographic institutes;
- Planning of interventions in the field of corporate social responsibility. Management tasks in research organisations, demoscopic institutes, voluntary associations, non-governmental agencies;
- Coordination of advanced digital communication activities.

In particular, the Master's degree course provides the skills associated with the following professional profiles:

#### Business communication and marketing expert

Function in a business context:

Design, direction and evaluation of corporate communication, marketing, external relations and advertising plans.

Responsible and advisory tasks in the management of communication and marketing departments in companies, advanced service sector agencies and market research institutes; coordination of advanced digital communication activities.

Competences associated with the function:

Advanced interdisciplinary training in the field of communication and business sciences, with particular knowledge of theories from sociological, economic and management disciplines.

Advanced knowledge of strategic planning and event organisation methodologies. Advanced knowledge of marketing techniques. Ability to conduct surveys, qualitative interviews, focus groups, analysis of data and consumer practices, analysis of the functioning of complex organisations.

Employment opportunities:

Companies, marketing offices, advertising agencies, demoscopic and market research institutes, external relations offices, public relations agencies.

#### Social and political communication expert

Function in a business context:

Design, direction and evaluation of social communication plans, social marketing and political-electoral marketing, external relations, political and public affairs consultancy.

Responsible and advisory tasks in the management of communication and marketing departments in private and public companies, voluntary associations, political parties and demographic institutes.

Planning of interventions in the field of corporate social responsibility. Management tasks in research organisations, demoscopic institutes, voluntary associations, non-governmental agencies

Skills associated with the function:

Advanced interdisciplinary training in the field of communication and business sciences, with particular knowledge of the theories inherent in the socio-communication, economic and management disciplines.

Advanced knowledge of strategic planning and interest representation methodologies, including those of an international nature. Advanced knowledge of marketing and data analysis techniques.

Ability to conduct opinion polls, qualitative interviews, focus groups for the analysis of public opinion, social phenomena and technology, forms of political participation, functioning of complex organisations.

Employment opportunities:

Public bodies and private companies, marketing offices, demoscopic institutes, private consultancy, pressure groups, external relations offices, OPR, academic career.

### **Initial knowledge required**

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.

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.

For admission, students must take a test during which competences in the fields of IT, marketing, statistics, current affairs and communication theories will be checked.

For non-EU students (visa applicants), admission is subject to an assessment of their entry qualification and first-level academic course, in lieu of the entry test. The assessment is entrusted to a committee of three lecturers from the degree course.

### **Compulsory attendance**

Attendance is highly recommended.

### **Degree programme final exams**

The Master's Degree in Public and Business Communication is awarded after passing a final examination, which consists of the presentation and discussion of a written paper, or multimedia product, in original form by the student under the guidance of a supervisor. The paper may also be written in English. To be admitted to the final examination, the student must have earned 99 credits.

### **Notes**

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

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

## ACTIVE CURRICULA LIST

COMMUNICATION AND MARKETING Course years currently available: 1st

CORPORATE COMMUNICATION Course years currently available: 1st

DIGITAL MEDIA, DATA AND SOCIETY Course years currently available: 1st

## CURRICULUM: [BBC-A] COMMUNICATION AND MARKETING

### 1st COURSE YEAR Core/compulsory courses/activities Curriculum-specific features

#### COMMUNICATION AND MARKETING

Learning activity	Ects	Sector
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

#### Elective courses Curriculum-specific elective courses for COMMUNICATION AND MARKETING

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

It is mandatory to attend the module 'Data Analysis' for students who did not attend an exam with similar quantitative methodological content of at least 6 CFU in their Bachelor studies.

Communication Methods and Techniques	9	SPS/08
Data Analysis	9	SPS/07

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

Social and Institutional Communication	9	SPS/08
Sociology of Consumption	9	SPS/08

### 2nd COURSE YEAR (available as of academic year 2026/27) Core/compulsory courses/activities Curriculum-specific features COMMUNICATION AND MARKETING

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>		
The student must obtain 9 CFU from one or more optional activities. Among optional activities, students can choose also Lab: Advanced Digital Methods, Lab: Generative Artificial Intelligence Literacy and Lab: Influencer Marketing. 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: Generative Artificial Intelligence Literacy	3	INF/01
Lab: Influencer marketing	3	SPS/08
The student must obtain 9 CFU from one or more optional activities:		
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>		
The student must obtain 9 CFU from one or more optional activities		
<b>End of course requirements Curriculum-specific features COMMUNICATION AND MARKETING</b>		
Final Exam	21	NA
Total compulsory credits	21	

**CURRICULUM: [BBC-B] CORPORATE COMMUNICATION**

<b>1st COURSE YEAR Core/compulsory courses/activities Curriculum-specific features CORPORATE COMMUNICATION</b>		
Learning activity	Ects	Sector
Consumer culture	9	SPS/08
Marketing (advanced)	9	SPS/08
Social media and platform cultures	9	SECS-P/08
Web communication	9	SPS/08
INF/01	9	
Total compulsory credits	45	
<b>Elective courses Curriculum-specific elective courses for CORPORATE COMMUNICATION</b>		
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 an exam with similar quantitative methodological content of at least 6 CFU in their Bachelor studies.		
Data Analysis	9	SPS/07
Research Design	9	SPS/07
The student must obtain 9 CFU in one of the following modules.		
Digital politics and public opinion research	9	SPS/11
Digital society	9	SPS/08
Market regulation and Business practices	9	IUS/05
The student must obtain 9 CFU in one of the following modules.		
Economics of communication	9	SECS-P/06
Human Resources Management	9	SECS-P/10
<b>2nd COURSE YEAR (available as of academic year 2026/27) 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>		
The student must obtain 9 CFU from one or more optional activities. Among optional activities, students can choose also Lab: Advanced Digital Methods, Lab: Generative Artificial Intelligence Literacy and Lab: Advertising Communication. 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: Advertising communication	3	SPS/08
Lab: Generative Artificial Intelligence Literacy	3	INF/01
<b>Further elective courses Curriculum-specific features CORPORATE COMMUNICATION</b>		
The student must obtain 9 CFU from one or more optional activities		

<b>End of course requirements Curriculum-specific features CORPORATE COMMUNICATION</b>			
Final exam		21	NA
	Total compulsory credits	21	

**CURRICULUM: [BBC-C] DIGITAL MEDIA, DATA AND SOCIETY**

**1st COURSE YEAR Core/compulsory courses/activities Curriculum-specific features DIGITAL MEDIA, DATA AND SOCIETY**

Learning activity	Ects	Sector
AI & Data cultures	6	SPS/08
Coding for Computational social science	6	INF/01
Data Analysis	9	SPS/07
Digital politics and public opinion research	9	SPS/11
Digital society	9	SPS/08
Research Design	9	SPS/07
Social media and platform cultures	9	SPS/08
	Total compulsory credits	57

**Elective courses Curriculum-specific elective courses for DIGITAL MEDIA, DATA AND SOCIETY**

<b>The student must obtain 9 CFU in one of the following modules.</b>			
		9	SPS/08
Consumer culture		9	SPS/08

**2nd COURSE YEAR (available as of academic year 2026/27) Core/compulsory courses/activities Curriculum-specific features DIGITAL MEDIA, DATA AND SOCIETY**

Learning activity	Ects	Sector
Journalism, Media and Politics	9	SPS/08
Value change and global societies	6	SPS/07
	Total compulsory credits	15

**Elective courses Curriculum-specific elective courses for DIGITAL MEDIA, DATA AND SOCIETY**

<b>The student must obtain 9 CFU from one or more optional activities.</b>			
<b>Among optional activities, students can choose also Lab: Advanced Digital Methods and Lab: Generative Artificial Intelligence Literacy. 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: Generative Artificial Intelligence Literacy		3	INF/01

**Further elective courses Curriculum-specific features DIGITAL MEDIA, DATA AND SOCIETY**

<b>The student must obtain 9 CFU from one or more optional activities</b>			
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**End of course requirements Curriculum-specific features DIGITAL MEDIA, DATA AND SOCIETY**

Final exam		21	NA
	Total compulsory credits	21	