



UNIVERSITA' DEGLI STUDI DI MILANO
PROGRAMME DESCRIPTION - ACADEMIC YEAR 2026/27
MASTER DEGREE
PUBLIC AND CORPORATE COMMUNICATION (Classe LM-59 R)
Enrolled in 2026/2027 academic year

HEADING	
Degree classification - Denomination and code:	LM-59 R
Degree title:	Dottore Magistrale
Curricula currently available:	COMMUNICATION AND MARKETING / CORPORATE COMMUNICATION / DIGITAL MEDIA, DATA AND SOCIETY
Length of course:	2 years
Credits required for admission:	180
Total number of credits required to complete programme:	120
Years of course currently available:	1st
Access procedures:	Cap on student, student selection based on entrance test
Course code:	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

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:

Alessia Corti

CHARACTERISTICS OF DEGREE PROGRAMME

General and specific learning objectives

The main objective of the Master's degree programme 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 such as institutions and administrations, public entities, non-profit organisations and professional agencies that produce advertising and communication products (events, campaigns, press services and public relations). Students will acquire the methodological skills needed to design

communication products and promotional campaigns for public bodies, companies and non-profit organisations, and develop the ability to manage internal and external communication flows of companies, public bodies and third-sector organisations. Moreover, they will acquire academic and market research skills in relation to data analysis (including digital data analysis), corporate communication and culture, with a focus on the use of new communication technologies and the study of changes in the audience's, users' and consumers' habits, as well as in public opinion and society.

To this end, the study plan includes courses in public and corporate communication, as well as courses encompassing the domains of sociology, IT and languages, up to a maximum of 69 university credits (CFU/ECTS credits). A maximum of 18 credits will be provided for completion of supplementary courses, and 39 credits for other activities, 21 of which are reserved for the final exam. The programme is divided into three curricula, each one with specific focuses: corporate communication; communication and marketing; social and cultural changes in advanced digital societies, with a focus in data analysis.

Therefore, the Master's degree programme provides the following competencies:

- English proficiency (entry requirement);
- advanced theoretical and methodological knowledge of 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;
- knowledge of the main methods of academic and market research in corporate communication and organisational culture, as well as in management dynamics and the characteristics and behavioural styles of different target audiences;
- specialist knowledge and methods of audience analysis, public opinion research, market surveys and data analysis. Students will also be equipped with methodological and technical skills to collect, measure and process opinion and market research data, including large-scale digital data. They will learn how communication works (including the technologies used, the internal and external dynamics of companies, social advertising, and regulations for public entities and non-governmental organisations) and acquire a comprehensive theoretical and practical knowledge of the multidisciplinary methods and techniques related to the various fields of social communication. The programme also comprises activities aimed at developing an advanced knowledge of communication theory, consumer protection, social research and marketing. Lastly, the programme includes workshops and/or internships at public bodies, companies and non-profit organisations, as well as mobility programmes at other Italian universities.

After obtaining their final degree, graduates can apply for PhD programmes in the fields of communication and methodology of social research.

Expected learning outcomes

Knowledge and understanding

At the end of their studies, graduates will have acquired:

- an advanced understanding of the phenomena and activities relating to communication and media, with particular reference to digital and corporate communication in public and private contexts such as institutions and administrations, public entities, 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 to the performance of communication and public relations activities at companies, public bodies and non-profit organisations;
- advanced skills in analysing data and conducting social and market research in relation to the different sectors and audiences of media and communication, the study of public opinion and advanced societies;
- oral and written proficiency in English;
- the ability to produce informative and communicative texts for the different production sectors and areas of communication.

The above knowledge and skills will be acquired through attendance to courses and workshops, as well as through participation in group activities aimed at meeting specific objectives, and in external activities such as internships at companies and study mobility programmes at other European universities, within the framework of national and international agreements. The expected results will be verified by means of exams and workshop assessments, and through class discussion and presentations.

Ability to apply knowledge and understanding

Graduates in Public and Corporate Communication will have learnt to apply the theoretical and methodological knowledge acquired during the programme to real-life cases, with the aim to identify the most effective solutions for the development of advanced communication products and strategies through research practices and methodologies, with special attention to the latest 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 exams.

Making judgements

Graduates will be able to carry out managerial tasks on their own and take on organisational responsibilities at different levels of governance of companies and public administrations.

The courses provide students with the skills and sensitivities needed to perform managerial functions, paying attention to business issues but also to the dynamics of industrial relations.

Communication skills

Graduates will master personal and internal/external corporate communication techniques to ensure the dissemination of knowledge and the better functioning of organisations. 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 adopted within 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 in Public and Corporate Communication. The expected results will be verified by means of workshop assessments, class discussion and individual and group presentations.

Learning skills

Graduates in Public and Corporate Communication will have become fully aware of the crucial need to monitor the developments of public, political and corporate communication, and to remain strongly connected with the evolution of scientific and professional knowledge and digital cultures. The final thesis is worth 21 of the total 120 university credits provided by the programme, and represents the touchstone of all the skills listed here, especially 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

Potential career opportunities for graduates of the Master's degree in Public and Corporate Communication include:

- leadership roles relating to the design, management and assessment of corporate communication plans, marketing strategies and advertising plans, and to the management of external relations;
- leadership roles relating to the design, management and assessment of social communication plans, social marketing and political and electoral marketing, as well as to the management of external relations and political and public affairs consultancy;
- leadership and advisory roles in the management of communication and marketing departments of enterprises, public entities, quaternary sector companies, market research institutes, voluntary associations, political parties and opinion research institutes;
- roles relating to the planning of corporate social responsibility initiatives. Managerial positions in research centres, opinion research institutes, voluntary associations, non-governmental organisations;
- coordination of advanced digital communication activities.

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

Corporate communication and marketing expert

Job function:

- design, management and assessment of corporate communication plans, marketing strategies and advertising plans, and management of external relations;
- leadership and advisory roles in the management of communication and marketing departments of enterprises, quaternary sector companies, market research institutes, voluntary associations, political parties and opinion research institutes;
- coordination of advanced digital communication activities.

Professional skills:

- advanced interdisciplinary training in the field of communication and business studies, with a special focus on the main theories in sociological, economic and management studies;
- advanced knowledge of strategic planning and event organisation. Advanced knowledge of marketing techniques. Ability to conduct surveys, qualitative interviews, focus groups, analyses of data and consumer practices, as well as analyses of the functioning of complex organisations.

Employment opportunities:

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

Social and political communication expert

Job function:

- design, management and assessment of social communication plans, social marketing and political and electoral marketing; management of external relations; political and public affairs consultancy;
- leadership and advisory roles in the management of communication and marketing departments of enterprises, public entities, voluntary associations, political parties and opinion research institutes;
- planning of corporate social responsibility initiatives; management tasks in research centres, opinion research institutes, voluntary associations, non-governmental organisations.

Professional skills:

- advanced interdisciplinary training in the field of communication and business studies, with a special focus on the main theories in social, communication, economic and management studies;
- advanced knowledge of strategic planning and techniques used in lobbying, including international lobbying; advanced knowledge of marketing and data analysis techniques;
- ability to conduct opinion polls, qualitative interviews and focus groups for the analysis of public opinion, social phenomena, technology, political participation and the functioning of complex organisations.

Employment opportunities:

Public administrations and private companies, marketing offices, opinion research institutes, private consultancy services, advocacy groups, external relations offices, academic career.

Initial knowledge required

Admission to the Master's degree programme in Public and Corporate Communication is open to applicants holding Bachelor's degree in one of the classes listed below, or in one of the corresponding classes pursuant to Ministerial Decree 509/99 and Ministerial Decree of 16 March 2007: L-20 Communication, L-18 Business administration, L-1 - Cultural heritage, L-3 Visual arts, music, performing arts and fashion studies, L-5 Philosophy, L-6 Geography, L-10 Humanities, L-11 Modern languages and civilisations, L-12 Applied languages, L-14 Legal services, L-15 Tourism, L-16 Administration, L-19 Education and training, L-42 History, L-31 Computer science, L-24 Psychology, L-33 Economics, L-36 Political sciences and international relations, L-37 Peace studies, L-39 Social work, L-40 Sociology.

Admission is also open to applicants holding a degree that does not belong to one of the classes listed above, provided that they earned at least 50 credits (CFU/ECTS credits) in the following scientific-disciplinary sectors:

- PHIL-04/B Philosophy and Theory of Languages
- GLOT-01/A Glottology and General Linguistics
- LIFI-01/A Italian Linguistics
- HIST-03/A Contemporary History
- HIST-02/A Modern History
- INFO-01/A Computer Science
- INF-05/A Information Processing Systems
- GSPS-06/A Sociology of Cultural and Communication Processes
- GSPS-05/A General Sociology
- GSPS-04/B Political Science
- GSPS-07/A Sociology of Political Phenomena
- GSPS-08/A Sociology of Economic and Labour Processes
- GSPS-08/B Sociology of the Environment and Territory
- ANGL-01/C Language and Translation – English Language
- ARTE-01/C History of Contemporary Art
- PEMM-01/A History of Theatre and Performing Arts
- PEMM-01/B Cinema, Photography and Television
- ITAL-01/A Italian Literature
- LICO-01/A Contemporary Italian Literature
- ECON-01/A Political Economy
- ECON-02/A Economic Policy
- ECON-04/A Applied Economics
- ECON-06/A Business Economics
- ECON-07/A Business Economics and Management
- ECON-08/A Business Organisation
- STAT-01/A Statistics
- STAT-03/B Social Statistics (*SECS-S/05 → STAT-03/B*)
- GIUR-01/A Private Law
- GIUR-02/A Commercial Law
- GIUR-06/A Administrative Law
- GIUR-05/A Constitutional Law
- GIUR-05/A Public Law Institutions
- GIUR-09/A International Law
- GIUR-10/A European Union Law
- PSIC-01/A General Psychology
- PSIC-03/A Social Psychology
- PSIC-03/B Work and Organisational Psychology

Proficiency in English at level B2 or higher according to 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:

- Valid language certificate at B2 level or higher, issued no more than three years before the application date. The list of language certificates recognized by the University is available 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 application date, including levels based on language certificates submitted by the applicant during their Bachelor's degree at the University of Milan. Verification will be carried out automatically, no documents need to be uploaded.
- Entry test administered by the University Language Centre (SLAM) according to the calendar published on the website: (<https://www.unimi.it/en/node/39267/>)

Applicants 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 submit it to SLAM via the InformaStudenti service by the deadline set by the master's degree programme (<https://www.unimi.it/en/node/39267/>).

Applicants who fail to 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 aimed at assessing their expertise in the fields of IT, marketing, statistics, current affairs and communication theories.

For non-EU applicants applying for a visa, admission is subject to an assessment of their foreign qualification, in lieu of the admission test. The assessment is entrusted to an Admission Board made up of three lecturers from the degree programme.

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: <http://studente.unimi.it/uploadCertificazioniLingue>.

- 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	GSPS-06/A
Communication and digital culture	9	GSPS-06/A
Cross-media Communication	9	GSPS-06/A
Information, Rights and Digital Markets	9	(3) GIUR-03/A, (6) GIUR-06/A
Marketing (advanced)	9	ECON-07/A
	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	GSPS-06/A
Data Analysis	9	GSPS-05/A
The student must obtain 9 CFU in one of the following modules.		
Social and Institutional Communication	9	GSPS-06/A
Sociology of Consumption	9	GSPS-06/A
2nd COURSE YEAR (available as of academic year 2027/28) Core/compulsory courses/activities		
Curriculum-specific features COMMUNICATION AND MARKETING		
Learning activity	Ects	Sector
Datified society	9	GSPS-06/A
	Total compulsory credits	9

Elective courses Curriculum-specific elective courses for COMMUNICATION AND MARKETING		
The student must obtain 9 CFU from one or more optional activities.		
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	NN
Lab: Advanced digital methods	3	GSPS-06/A
Lab: Generative Artificial Intelligence Literacy	3	INFO-01/A
Lab: Influencer marketing	3	GSPS-06/A
The student must obtain 9 CFU from one or more optional activities:		
Consumer and shopping behaviour	9	ECON-07/A
Corporate Communication and Public Relations	9	GSPS-06/A
Neuro marketing research	9	ECON-07/A
Further elective courses Curriculum-specific features COMMUNICATION AND MARKETING		
The student must obtain 9 CFU from one or more optional activities		
End of course requirements Curriculum-specific features COMMUNICATION AND MARKETING		
Final Exam	21	NN
Total compulsory credits	21	

CURRICULUM: [BBC-B] CORPORATE COMMUNICATION

1st COURSE YEAR Core/compulsory courses/activities Curriculum-specific features CORPORATE COMMUNICATION		
Learning activity	Ects	Sector
Consumer culture	9	GSPS-06/A
Marketing (advanced)	9	GSPS-06/A
Social media and platform cultures	9	ECON-07/A
Web communication	9	GSPS-06/A
	9	INFO-01/A
Total compulsory credits	45	
Elective courses Curriculum-specific elective courses for CORPORATE COMMUNICATION		
The student must obtain 9 CFU in one of the following modules.		
It is mandatory to attend the module 'Data Analysis' for students who did not attend an exam with similar quantitative methodological content of at least 6 CFU in their Bachelor studies.		
Data Analysis	9	GSPS-05/A
Research Design	9	GSPS-05/A
The student must obtain 9 CFU in one of the following modules.		
Digital politics and public opinion research	9	GSPS-07/A
Digital society	9	GSPS-06/A
Market regulation and Business practices	9	GIUR-03/A
The student must obtain 9 CFU in one of the following modules.		
Economics of communication	9	ECON-04/A
Human Resources Management	9	ECON-08/A
2nd COURSE YEAR (available as of academic year 2027/28) Core/compulsory courses/activities Curriculum-specific features CORPORATE COMMUNICATION		
Learning activity	Ects	Sector
Corporate Communication	9	GSPS-06/A
Total compulsory credits	9	
Elective courses Curriculum-specific elective courses for CORPORATE COMMUNICATION		
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	NN
Lab: Advanced digital methods	3	GSPS-06/A
Lab: Generative Artificial Intelligence Literacy	3	INFO-01/A
Lab: Introduction to R	3	GSPS-05/A
Further elective courses Curriculum-specific features CORPORATE COMMUNICATION		
The student must obtain 9 CFU from one or more optional activities		
End of course requirements Curriculum-specific features CORPORATE COMMUNICATION		
Final exam	21	NN
Total compulsory credits	21	

1st COURSE YEAR Core/compulsory courses/activities Curriculum-specific features DIGITAL MEDIA, DATA AND SOCIETY		
Learning activity	Ects	Sector
AI & Data cultures	6	GSPS-06/A
Coding for Computational social science	6	INFO-01/A
Data Analysis	9	GSPS-05/A
Digital politics and public opinion research	9	GSPS-07/A
Digital society	9	GSPS-06/A
Research Design	9	GSPS-05/A
Social media and platform cultures	9	GSPS-06/A
Total compulsory credits		57
Elective courses Curriculum-specific elective courses for DIGITAL MEDIA, DATA AND SOCIETY		
The student must obtain 9 CFU in one of the following modules.		
Consumer culture	9	GSPS-06/A
	9	GSPS-06/A
2nd COURSE YEAR (available as of academic year 2027/28) Core/compulsory courses/activities Curriculum-specific features DIGITAL MEDIA, DATA AND SOCIETY		
Learning activity	Ects	Sector
Journalism, Media and Politics	9	GSPS-06/A
Value change and global societies	6	GSPS-05/A
Total compulsory credits		15
Elective courses Curriculum-specific elective courses for DIGITAL MEDIA, DATA AND SOCIETY		
The student must obtain 9 CFU from one or more optional activities.		
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)		
Additional Language Skills: Italian (3 ECTS)	3	NN
Lab: Advanced digital methods	3	GSPS-06/A
Lab: Generative Artificial Intelligence Literacy	3	INFO-01/A
Lab: Introduction to R	3	GSPS-05/A
Further elective courses Curriculum-specific features DIGITAL MEDIA, DATA AND SOCIETY		
The student must obtain 9 CFU from one or more optional activities		
End of course requirements Curriculum-specific features DIGITAL MEDIA, DATA AND SOCIETY		
Final exam	21	NN
Total compulsory credits		21