



MA in Public and Corporate Communication

(Comunicazione Pubblica e d'Impresa)

(Class LM59: Public Communication, Corporate Communication and Advertising)

Banner code: COM

Academic Year 2022-2023

Head of the Degree Course: Prof. Lorenzo Mosca

OVERVIEW

This MA in COM offers a range of specialisations in the professional fields of public and corporate communication, marketing, advertising and political communication. The educational and cultural project of the course aims to provide an interdisciplinary training with a strong link to the industry and advanced tertiary sectors in the Italian and international contexts, and to public and political organisations.

GENERAL TRAINING OBJECTIVES

There are three curricula taught completely in English: **Corporate Communication, Digital Communication and Public Opinion, Data Analytics for Politics, Society and Complex Organizations** and a fourth in Italian **Comunicazione e Marketing**. The curricula are geared towards improving the basic competences and specific skills in several fields of applied communication.

PROFESSIONAL PROFILE AND EMPLOYMENT OPPORTUNITIES

Professional opportunities for graduates include high-profile positions in the organisation and management of public relations departments; jobs as planners and developers of institutional, corporate and marketing communications, including advertising and fashion; positions as communication strategists in public administrations, researchers and analysts in public opinion survey and market research industry; and political marketing consultants for parties and candidates.

CONTACT INFORMATION

For information, please write only to: bienniocom@unimi.it

PRE-REQUISITES FOR ADMISSION

1. Applicants should have (or be about to complete) a Bachelor's degree or equivalent preferably in sociology, political science, journalism, communication, information technology, business, economics or related subjects.

2. **Applicants from non-EU countries**, residing abroad, who are interested in the three specializations taught completely in English should have good knowledge of spoken and written English (level B2).

Non-native speakers of English must be able to demonstrate their knowledge of English with proofs of English language proficiency (level B2). The list of English language certifications recognized by the University of Milan is available here: https://www.unimi.it/sites/default/files/2022-07/certificazioniENG_lug2022.pdf

Applicants from non-EU countries, residing abroad, who are interested in the curriculum taught in Italian should have good knowledge of spoken and written Italian. Applicants should hold a certificate attesting to their knowledge of the Italian language (level B2 of the CLIQ system). Applicants that attended at least one year of university studies at institutions where the language of instruction is Italian are exempted from having to submit other proof of Italian language proficiency.

3. **Applicants from EU countries and from non-EU countries residing in Italy with residency permit (Permesso di soggiorno)** must take the entrance examination (in English or in Italian).

4. **Applicants from non-EU countries who do not live permanently in Italy are NOT obliged to take the entrance examination.**

HOW TO APPLY

General information may be found clicking the Applications link in the home page of www.unimi.it (International version).

Applicants can find the call for application here: <https://com.cdl.unimi.it/en/enrolment>

ALL International applicants can find information on application at the following link:

<https://www.unimi.it/en/study/bachelor-and-master-study/degree-programme-enrolment/enrolment-masters-programme> (Admission -> limited enrolment programmes)

Non-EU applicants, residing abroad, are exempted from the Entrance Examination.

IMPORTANT: Applicants must necessarily contact the Italian Embassy/Consulate in their country of residence to submit the pre-application by the deadline fixed annually by Italy's Ministry of Foreign Affairs.

At the same time applicants are required to submit their application online to the University of Milan, by **May 31**.

Go to the University website www.unimi.it

1) Follow instructions in <https://www.unimi.it/en/study/bachelor-and-master-study/degree-programme-enrolment/enrolment-masters-programme/masters-degree-programmes-limited-enrolment>

2) Upload the following documents in .pdf, .jpg or .rtf file.

- **Degree certificate and transcript:** graduation certificate(s) issued by the competent University and transcript(s) recording exams taken, grades and credits / Diploma supplement. In English or Italian or along with the translation.
- **Passport - personal data:** copy of the page with personal details.
- **A résumé (CV).**
- **Language certificate or related information**, if the applicant is not native speaker (see requirements).

3) Pay the admission fee, with Credit Card (Visa or Mastercard), while applying online.

Attention: Do not choose the "MAV" (payment form) option, since this form can only be paid in Italy (bank).

The application will be examined (entry requirements evaluation) by the University by 14th June. Admitted applicants will receive an **Acceptance Letter** that should be presented at the **Welcome desk** in Milan at the moment of the enrollment.

IMPORTANT: In case the Consulate/Embassy does not clear the applicant's position, enrollment will NOT be possible.

Applicants from EU countries, from non-EU countries (resident in Italy with a valid permesso di soggiorno/residence permit), and natives of Iceland, Norway, Switzerland, Lichtenstein and San Marino must take the Entrance Examination (in English or in Italian).

Application for the entrance examination should be submitted online by **August 25, 2:00 p.m.**

1) Follow instructions in <https://www.unimi.it/en/study/bachelor-and-master-study/degree-programme-enrolment/enrolment-masters-programme/masters-degree-programmes-limited-enrolment>

2) Upload the following documents in .pdf, .jpg or .rtf file.

- **Degree certificate and transcript:** graduation certificate(s) issued by the competent University and transcript(s) recording exams taken, grades and credits.
- **Passport - personal data:** copy of the page with personal details.

3) Pay the admission fee, with Credit Card (Visa or Mastercard), while applying online.

Attention: the "MAV" (payment form) can only be paid in Italy (bank), if you are not in Italy choose credit card.

Examination date: 6 September 9:30 a.m.

For more information see the call for application.

The exam covers the following topics:

English language, Communication theory, Computer science, Marketing, Statistics, Currents news.

Suggested bibliography:

Kotler-Armstrong, *Principles of Marketing*, Prentice Hall, 2016 - Any recent edition.

Balbi, P. Magaudda, *A history of digital media*, Routledge, 2018.

L. Snyder, R. Henry, *Fluency with information technology*, Pearson, 7th edition (or any recent edition).

A. Agresti, B. Finlay, *Statistical methods for the social sciences*, Pearson (any recent edition).

We also suggest keeping up to date with the latest news and events.

TUITION FEES AND SCHOLARSHIPS

Information about tuition fees can be found here: <https://www.unimi.it/en/study/bachelor-and-master-study/fees-and-how-pay-them/fees-current-academic-year>

Information about scholarships is available here: <https://www.unimi.it/en/study/financial-support>

PROGRAMME STRUCTURE

CURRICULUM COR) CORPORATE COMMUNICATION

1 st YEAR	
Examination	Credits
Data Analysis* / Web communication / Digital society	9
Human resources management/ Datafied society	9
Digital Cultures and Communication research	9
Marketing advanced	9
Market regulation and Business practices / Behavioural Sociology	9
Economics of communication / Research design	9
Consumer culture / Public Opinion Research	9

2 nd YEAR	
Examination	Credits
Corporate communication	9
Advertising Communication	9
Elective – Optional course	9

* The Data analysis exam is mandatory for students who have not taken an exam with similar methodological content in his/her undergraduate studies.

CURRICULUM DigiPop) DIGITAL COMMUNICATION AND PUBLIC OPINION

1 st YEAR	
Examination	Credits
Public Opinion Research	9
Digital society	9
Data Analysis* / Web communication** / Behavioural Sociology	9
Research design	9
Survey methods	6
Digital Cultures and Communication Research	9
Datafied society	9

2 nd YEAR	
Examination	Credits
Big data and digital methods	12 (6+6)
Journalism, Media and Politics	9
Elective – Optional course	9

* The Data analysis exam is mandatory for students who have not taken an exam with similar methodological content in his/her undergraduate studies.

** If an Informatics exam has not been taken, the Web Communication exam is mandatory, possibly among the 9 CFU electives.

CURRICULUM DAPS & CO) DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS

1 st YEAR	
Examination	Credits
Social and Political attitudes	6
Multivariate analysis for social scientists	6
Data Analysis	9
Big data and digital methods	6
Cybersecurity and Privacy preservation techniques	6
Behavioural Sociology	9
Analytics for complex organizations	6
Digital cultures and Communication Research	9

2 nd YEAR	
Examination	Credits
Big data analytics	6
Network Analysis	6
Policy design analysis and evaluation	12 (6+6)
Elective – Optional course	9

CURRICULUM MARK) COMUNICAZIONE E MARKETING

1° ANNO	
Attività formativa	Crediti
Sociologia dei consumi / Behavioural Sociology	9
Marketing progredito	9
Analisi dei dati* / Datafied society / Web Communication	9
Informazione, Diritti e mercati digitali	9
Comunicazione sociale e istituzionale	9
Pubblicità e comunicazione integrata	9
Metodi e tecniche della comunicazione / Comunicazione crossmediale	9

2° ANNO	
Nome insegnamento	Crediti
Comunicazione d'impresa e relazioni pubbliche / Neuromarketing	9
Consumer and Shopping Behaviour	9
Elective – Optional course	9

*L'esame di Analisi dei dati è obbligatorio per gli studenti che non abbiano sostenuto un esame di statistica di almeno 6 cfu nel triennio.

In order to receive the MA Degree students must gain 120 credits: 90 credits from attending taught courses, 9 credits from internships, laboratories and the like, and 21 credits from the dissertation.

Degree Course Website: <https://com.cdl.unimi.it/en>