

## Master of Strategic Communication

### Admission Requirements for the 2018/2019 academic year

Starting on **February 19th, 2018**, eligible students will be able to submit applications through the [Servizi online](#) web portal. The following students may apply:

- *graduates or soon-to-be graduates of IULM's Public Relations and Corporate Communication undergraduate programme (internal candidates):* graduates of IULM's Public Relations and Corporate Communication programme (*Relazioni pubbliche e comunicazione d'impresa*), or students enrolled in the aforementioned programme for the 2017/18 academic year and who expect to graduate by the end of the fall graduation session (i.e. by December 31st, 2018);
- *graduates or soon-to-be graduates of other IULM programmes or other universities (external candidates):* graduates of other universities or of IULM programmes different than Public Relations and Corporate Communication; students enrolled in other universities or in IULM programmes different than Public Relations and Corporate Communication for the 2017/18 academic year and who expect to graduate by the end of the fall graduation session (i.e. by December 31st, 2018);
- *foreign degree holders:* Italian citizens or foreigners (EU and/or non-EU citizens) in possession of a foreign academic qualification earned in Italy or abroad. Applicants' academic credentials will be evaluated on a case-by-case basis, provided they expect to graduate by December 31st, 2018.

#### Curricular requirements for admission

The Registrar's Office will verify that the applicant fulfils at least one of the following requirements:

- 1) the applicant must be in possession of or about to earn a **three-year undergraduate degree** in Italy or equivalent foreign degree in one of the following **official classes of laurea degrees (or equivalent)**:
  - L-1 Cultural heritage
  - L-10 Humanities
  - L-11 Modern languages and civilizations
  - L-12 Applied languages
  - L-16 Administration
  - L-18 Business administration
  - L-19 Education and training
  - L-20 Communication
  - L-24 Psychology
  - L-33 Economics
  - L-36 Political science and international relations
  - L-37 Peace studies
  - L-40 Sociology

or alternatively

for students who have earned or who are about to earn a **three-year undergraduate degree in an official class of laurea degrees that is not listed in point 1)**, the applicant must be in possession of or about to earn **at least 60 credits** in one or more of the following **academic disciplines**:

- IUS/07 LABOR LAW, IUS/09 PUBLIC LAW
- L-LIN/12 LANGUAGE AND TRANSLATION - ENGLISH
- SECS-P/01 ECONOMICS, SECS P/02 ECONOMIC POLICY, SECS-P/03 PUBLIC ECONOMICS, SECS-P/05 ECONOMETRICS, SECS-P/06 APPLIED ECONOMICS, SECS-P/07 BUSINESS ADMINISTRATION AND MANAGEMENT, SECS-P/08 MANAGEMENT, SECS-P/09 FINANCE, SECS-P/10 ORGANIZATION STUDIES, SECS-P/11 FINANCIAL MARKETS AND INSTITUTIONS, SECS-P/13 COMMODITY SCIENCE
- SPS/01 POLITICAL PHILOSOPHY, SPS/04 POLITICAL SCIENCE, SPS/07 GENERAL SOCIOLOGY, SPS/08 SOCIOLOGY OF CULTURE AND COMMUNICATION, SPS/09 ECONOMIC SOCIOLOGY

AND SOCIOLOGY OF WORK AND ORGANIZATIONS, SPS/11 POLITICAL SOCIOLOGY, SPS/12 SOCIOLOGY OF LAW, DEVIANCE AND SOCIAL CHANGE

- SECS-S/01 STATISTICS, SECS-S/02 STATISTICS FOR EXPERIMENTAL AND TECHNOLOGICAL RESEARCH, SECS-S/03 ECONOMIC STATISTICS, SECS-S/04 DEMOGRAPHY, SECS-S/05 SOCIAL STATISTICS, SECS-S/06 MATHEMATICAL METHODS OF ECONOMY, FINANCE AND ACTUARIAL SCIENCES
- MAT/05 MATHEMATICAL ANALYSIS, MAT/06 PROBABILITY AND STATISTICS, MAT/08 NUMERICAL ANALYSIS, MAT/09 OPERATIONAL RESEARCH
- M-PSI/01 GENERAL PSYCHOLOGY, M-PSI/05 SOCIAL PSYCHOLOGY, M-PSI/06 WORK AND ORGANIZATIONAL PSYCHOLOGY
- INF/01 INFORMATICS

- 2) applicants must have at least a B2 level of English: all eligible applicant must have at least 12 credits in the L-LIN/12 academic discipline (English language and translation; credits must have been earned during their undergraduate studies) with a grade point average no lower than 25/30; alternatively, applicants must possess an international certification that proves their English language proficiency is at a minimum B2 level according to the Common European Framework of Reference for Languages (for example, an IELTS score between 5.5 and 6.5, or a TOEFL iBT score between 87 and 109). Any language certification must be less than three years old.

### Admissions testing sessions and application deadlines

- 1st session **May 17th, 2018 at 10.00am** (for this session only, half of the available places in the programme will be reserved for internal candidates, i.e. IULM Public Relations and Corporate Communication students)
- 2nd session **June 13th, 2018 at 10.00am** (only if places are still available in the programme, or only for non-EU students)
- 3rd session **September 7th, 2018 at 10.00am** (only if places are still available in the programme, or only for non-EU students).

Applications must be submitted by:

- 1st session: May 10th, 2018
- 2nd session: June 6th, 2018
- 3rd session: August 31st, 2018

Students who do not pass the test in one session will be able to attempt the test in one of the following sessions by submitting an express request to do so to the Registrar's Office.

### Admission criteria

*Graduates or soon-to-be graduates of IULM's Public Relations and Corporate Communication undergraduate programme (internal candidates):* **if internal candidates apply during the first testing session**, and they are graduates of IULM's *Public Relations and Corporate Communication* programme or students enrolled in IULM's *Public Relations and Corporate Communication* programme who have at least 110 credits on their academic record by February 15th, 2018 and a grade point average of at least 25/30, **they will be put on an internal admissions list (without taking any test) that ranks each applicant by the grade point average.** The following criteria will be taken into account:

- for students who have yet to graduate, the grade point average of all courses on their academic record as of February 15th, 2018;
- for graduates, the grade point average (out of 30) they had going into their final examination/thesis defence.

If internal candidates who meet the above-mentioned requirements apply during the first session, they will be admitted from this ranked admissions list until half of the places available in the programme have been filled.

Internal candidates who fail to meet the above-mentioned requirements (meaning they have not acquired at least 110 credits and/or they have a grade point average lower than 25/30 as of February 15th, 2018) will have to take the same admissions test as external candidates. If they pass this test, they will be ranked on the same list as external candidates (see below).

Internal students who are studying abroad as part of a mobility programme in the first semester and who plan on taking the admissions test during the first testing session will have to notify the University of their situation when they submit their application. In this way, the University will be able to take into account the number of credits acquired abroad (in order to verify that the candidate meets the requirement of 110 credits) while waiting for said credits to be officially recognized.

**During subsequent testing sessions, internal students will take the same admissions test as external students, and the University will draw up a single list of candidates ranked by merit based on the results of the admissions test.**

*Graduates or soon-to-be graduates of other IULM programmes or other universities (external candidates):* these applicants must take an admissions test. Candidates who pass the test will be ranked by merit based on the results of the admissions test. If two or more candidates have the same score, the tie-breaker shall be based on one of the following:

- in the case of students who have yet to graduate, the grade point average of all courses on their academic record as of February 15th, 2018. To that end, together with their application, external candidates will have to submit an official academic transcript or a self-certification attesting their grade point average;
- in the case of graduates, their final undergraduate mark/score (to be expressed out of 30).

Candidates will be admitted from the ranked admissions list until the places available in each session have been filled.

*Foreign degree holders:* these candidates will be interviewed individually (which can be done remotely if necessary, and which does not necessarily need to take place on one of the testing dates listed above). The result of this admissions interview is either pass or fail. Foreign degree holders who pass will be assigned one of the seats available for external candidates during the first testing session (they will not be included on the internal admissions list); for subsequent sessions, they will be ranked accordingly on the single list of candidates. All holders of foreign degrees must submit an official GPA Report, issued by either the university that awarded the degree or by an authorized third-party agency (e.g. WES). Applicants are also invited to submit GMAT or GRE scores if they have taken these tests, as this could be taken into consideration when evaluating their application.

## **Confirmation of enrolment**

### **Enrolment is confirmed upon payment of the first instalment.**

Students admitted after the first testing session will have to complete their enrolment by **May 31st, 2018**.

Students admitted after the second testing session will have to complete their enrolment by **June 30th, 2018**.

Students admitted after the third testing session will have to complete their enrolment by **September 20th, 2018**.

Enrolment of applicants who do not yet possess an undergraduate degree is to be considered “conditional” until they earn their degree. Students who have been offered “conditional” admission must inform the university of the result of their final examination/thesis defence, including the final grade/score attributed to them, as soon as this information is available and in any case no later than December 31<sup>st</sup>, 2018.

Any students who fail to obtain their undergraduate degree by December 31<sup>st</sup>, 2018 and who are thus unable to complete their enrolment will have their enrolment automatically cancelled. Under no circumstances will the first instalment be refunded.

## **Testing procedure and recommended reading to prepare for the test**

The admissions test is an interview that aims to assess the candidate’s personal knowledge and competencies. The interview will be conducted in English.

(The topics covered in the chapters listed below can also be studied or reviewed in other textbooks that cover the same subject matter).

Kerin R., Hartley S., Rudelius W., Marketing, McGraw-Hill.

Sullivan M., Fundamentals of Statistics (ch 1 – ch 4), Pearson.

For information on how to apply and any other administrative questions, please visit this web page: [Iscrizioni – Corsi di Laurea Magistrale 2018/2019 \(Enrolment – Postgraduate Programmes 2018/2019\)](#). You can also contact the Registrar's Office by sending an email to [segreteria.magistrali@iulm.it](mailto:segreteria.magistrali@iulm.it) or by calling +39 02/891412669 (office hours: 9.30am-12noon and 2.30pm-5.30pm).