



**Master's Degree Course in Marketing, Consumi e Comunicazione**  
**(parallel course in English: Marketing, Consumer Behaviour and Communication)**  
**Admission procedures Academic Year 2024/2025**

From **11 December 2023**, the following categories of candidates will be able to apply for admission following the online procedure explained on this page in the section “[Application for admission](#)”:

- *internal graduates and undergraduates*: graduates or students enrolled for the academic year 2023/24 who expect to graduate before the autumn session for the academic year 2023/24 (i.e. before 31 December 2024) in the Bachelor's degree courses in *Comunicazione d'impresa e relazioni pubbliche (and previous degree courses offered by the Faculty)* or *Corporate Communication and Public Relations*;
- *external graduates and undergraduates and Italian graduates and undergraduates with foreign qualifications for admission obtained in Italy or abroad*: graduates from other universities or from IULM University in courses other than those listed above, students enrolled at other universities or at IULM University on courses other than those listed above for the academic year 2023/24 who expect to graduate before the autumn session for the academic year 2023/24 (i.e. before 31 December 2024);
- *foreign graduates and undergraduates (EU and/or non-EU) with foreign qualifications for admission obtained in Italy or abroad*: foreign citizens (EU and/or non-EU) with foreign qualifications for admission obtained in Italy or abroad. Student records will be assessed on an individual basis for students expecting to graduate by 31 December 2024.

### 1. Number of places available for the academic year 2024/2025

A total of 240 places are available, subdivided as follows:

- **180 places** for the Master's degree course in Marketing, consumi e comunicazione (course held in Italian)
- **60 places** for the Master's degree course in Marketing, Consumer Behaviour and Communication (parallel course held in English)

### 2. Admissions test fee

Registration for the test requires payment of a fee of €100. The test enrolment fee is not refundable under any circumstances (with the exception of failure to take the test due to the exhaustion of available places or at the behest of the University's governing bodies). Failure on the part of the candidate to participate in the test for any reason whatsoever does not constitute grounds for reimbursement.

Non-payment of the participation fee or payment after the deadline set for each session will preclude admission to the test.

It is not possible to take the admission test for the Master's Degree Course in Marketing, consumi e comunicazione and the Master's Degree Course in Marketing, Consumer Behaviour and Communication in the same session (since these are two parallel courses, one held in Italian and one in English).

Candidates who do not pass the Assessment Test for admission to the Master's Degree Course in Marketing, Consumer Behaviour and Communication (as per point 4) may apply, in the same session, to take the admission test for the Master's Degree Course in Marketing, consumi e comunicazione without having to pay an additional test fee.

### 3. Curricular requirements for admission

The Registrar's Office will verify that graduates or undergraduates meet at least one of the following curricular requirements:

**1a)** to have been awarded or be about to be awarded a **first-cycle university degree** in one of the following **Degree Classes (or equivalent)** or an equivalent foreign degree qualification:

- L-3 Discipline delle arti figurative, della musica, dello spettacolo e della moda (Visual arts, music, performing arts and fashion)
- L-11 Lingue e culture moderne (Modern languages and cultures)
- L-12 Mediazione linguistica (Language mediation)
- L-14 Scienze dei servizi giuridici (Legal services)
- L-15 Scienze del turismo (Tourism)
- L-16 Scienze dell'amministrazione e dell'organizzazione (Administration and organisation)
- L-18 Scienze dell'economia e della gestione aziendale (Economics and corporate management)
- L-20 Scienze della comunicazione (Communication)
- L-24 Scienze e tecniche psicologiche (Psychology)
- L-31 Scienze e tecnologie informatiche (Information technology)
- L-33 Scienze economiche (Economics)
- L-36 Scienze politiche e delle relazioni internazionali (Politics and international relations)
- L-40 Sociologia (Sociology)

Or, for candidates who have graduated or are about to graduate in **subject classes other than those listed above:**

**1b)** to have acquired at least **60 CFU credits in one or more of the following scientific-disciplinary sectors** (as part of their three-year degree course, or by passing single university courses, or by obtaining a university master's degree) by the dates for submitting the application for admission:

- IUS/07, IUS/09
- L-LIN/12
- SECS-P/01, SECS P/02, SECS-P/03, SECS-P/05, SECS-P/06, SECS-P/07, SECS-P/08, SECS-P/09, SECS-P/10, SECS-P/11, SECS-P/13
- SPS/01, SPS/04, SPS/07, SPS/08, SPS/09, SPS/11, SPS/12
- SECS-S/01, SECS-S/02, SECS-S/03, SECS-S/04, SECS-S/05, SECS-S/06
- MAT/05, MAT/06, MAT/08, MAT/09
- M-PSI/01, M-PSI/05, M-PSI/06
- INF/01

Applications will not be accepted from graduates from **AFAM Institutes (Istituzioni di Alta Formazione Artistica, Musicale e Coreutica)**.

### 4. Language requirement: English language proficiency to at least level B2

For admission to the Master's Degree Course in Marketing, Consumer Behaviour and Communication, proficiency in English at a level of at least CEFR level B2 is a prerequisite, to be verified in one of the following ways:

- obtaining one of the following language certificates after 1 January 2022: IELTS with a score of at least 5.5; TOEFL iBT with a score of at least 87; Cambridge English with a score of at least 165
- obtaining (in Italy or abroad) a Bachelor's degree in a course held in English
- passing the Linguaskill test at IULM University with a score of at least 165 (only for candidates from IULM University courses)
- passing the Assessment Test (offered at no extra cost by IULM University for candidates) with a grade of at least level B2 in both the Listening and Use of English sections
- having already passed the Assessment Test at IULM University with a grade of at least B2 in both the Listening and Use of English sections in one of the admissions sessions of the academic year 2023/24 (and in any case not before 1 February 2023)

The Assessment Test (Oxford Placement Test, offered online at no extra cost by IULM University) will be held on one of the following dates:

- 1st session: 14 February and 6 March 2024
- 2nd session: 10 and 23 April 2024
- 3rd session: 18 June 2024 (only if places still available or only for non-EU students)
- 4th session: dates to be defined only if places still available or only for non-EU students

The language requirement will be considered to have been met by passing the Assessment Test with a level of at least B2 in both the Listening and Use of English sections.

## 5. Knowledge of the Italian language (only for foreign candidates applying for the course held in English)

Candidates who are not native speakers of Italian and/or non-Italian citizens are required to declare their level of knowledge of the Italian language when applying for the admissions test, and they must obtain by the end of their course of studies the required qualification attesting to written and oral proficiency in Italian.

In this regard, candidates who are not native speakers of Italian and/or non-Italian citizens should read the "[Procedures for assessing and acquiring levels of language proficiency in Italian](#)" published on the University website.

## 6. Admissions test sessions and deadlines for applications for admission

- 1st session: **21 March 2024**
- 2nd session: **30 April 2024** (only if places still available or only for non-EU students)
- 3rd session: **26 June 2024** (only if places still available)

The application must be submitted by

- 1st session: 26 February 2024
- 2nd session: 17 April 2024 (only if places still available or only for non-EU students)
- 3rd session: 11 June 2024 (only if places still available)

Students who fail to pass the test in one session may apply for a subsequent session, for the same course for which they failed to pass the test, using the [online procedure](#), without having to pay a further test enrolment fee, subject to verification of the availability of places.

The dates of the tests already scheduled are subject to changes, which will be communicated to the candidates in advance.

The tests will be carried out online.

## 7. Criteria for admission

**Internal graduates and undergraduates:** graduates or students enrolled for the academic year 2023/24 who expect to graduate before the autumn session for the academic year 2023/24 (i.e. before 31 December 2024) in the Bachelor's degree courses in *Comunicazione d'impresa e relazioni pubbliche* (or previous degree courses offered by the Faculty) or *Corporate Communication and Public Relations* who apply for admission in the first and second sessions will be placed (without taking any tests) in a ranking list ordered according to the average mark obtained (rounded to two decimal places), considering:

- for undergraduates, possession of at least 120 CFUs reported in your official transcript of records<sup>1</sup> as of 17 February 2024, and an average mark no lower than 25/30;
- for graduates, an average mark prior to graduation (not the degree grade expressed as a mark out of 30) no lower than 25/30.

<sup>1</sup> CFUs from additional learning requirements (obblighi formativi aggiuntivi, OFA), ongoing test, partial exams and/or modules, even if registered.  
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Internal candidates who meet the above requirements must also meet the language requirement, i.e. proficiency in English to at least level B2 (see point 4), with the exception of internal candidates on the degree course in Corporate Communication and Public Relations.

A maximum total of 115 candidates will be admitted to the ranking list<sup>2</sup> in the first two sessions (85 for the course in Italian and 30 for the course in English). Should the quota reserved for internal graduates and undergraduates be reached, internal candidates who have been excluded will be able to take the same admissions test as external students (if necessary, even from the first session), and will follow the same admissions and selection criteria (without any differentiation between internal and external students).

Internal students who are unable to meet the above merit requirements may apply in the same way as external students, i.e. with the same admission and selection criteria, without any differentiation between internal and external students (see below).

Internal students on international mobility programmes in the first semester who intend to participate in the test in the first session must report this when presenting their application for admission by sending an e-mail to [ammissioni.magistrali@iulm.it](mailto:ammissioni.magistrali@iulm.it), in order to be able to take into account (for the purposes of verifying the requirement of having acquired 120 CFUs) the CFUs gained abroad and awaiting approval.

Any changes to the number of places reserved for internal candidates will be announced one week before the date of the test.

***External graduates and undergraduates and Italian graduates and undergraduates with foreign qualifications for admission obtained in Italy or abroad:*** admission for external graduates will be determined on the basis of the results of the admission test, supplemented by the points acquired through a merit assessment based on the Bachelor's degree grade.

Merit points will be awarded in accordance with the following table:

Bachelor's degree grade

Up to 88/110	= 0 points
from 89 to 98/110	= 1 point
from 99 to 110/110	= 2 points
110/110 cum laude	= 3 points

External undergraduates may take the test provided they have registered:

- for the first session at least 120 CFUs as of 26 February 2024
- for the second session at least 120 CFUs as of 17 April 2024
- for the third session at least 130 CFUs as of 11 June 2024

Admission will be determined on the basis of the results of the test, supplemented by the points awarded on the basis of the average marks for examinations registered (rounded to two decimal places) as of the dates given above. Merit points will be awarded in accordance with the following table:

Average grade (rounded to two decimal places)

Up to and including 25.99/30	= 0 points
from 26/30 to 27.99/30 inclusive	= 1 point
from 28/30 to 29.99/30 inclusive	= 2 points
30/30	= 3 points

Candidates with an overall score (test score + merit points) greater than or equal to 23 will be considered admitted. If the number of places is less than the number of admitted candidates, a ranking list will be drawn up based on the overall score obtained (test score + merit points) rounded to two decimal places. In the event of a tie, merit points deriving from the degree mark or the average marks obtained by the deadline of applications set for each session will

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<sup>2</sup> In the event of a tie, the final grade at the moment of the degree application will be taken into account for graduate students, whereas the average of grades rounded to two decimal places will be taken into consideration for graduands. These grades should be obtained by the deadline set for the submission of applications, for each session. In the event of a further tie, the date of payment of the invoice for the application will be considered.  
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be taken into account. In the event of a further tie, preference will be given, in order, to the candidate who has obtained a higher score in the test questions aimed at ascertaining their language skills (English language) and, finally, to the date to the date on which the payment of the invoice for the submission of the application was made.

Candidates with an overall score (test score + merit points) of less than 18 will be declared ineligible; they may apply for one of the following sessions by submitting an explicit request to the Registrar's Office.

Candidates with an overall score (test score + merit points) greater than or equal to 18 and less than 23 will be placed on a waiting list that will be drawn up, in order of ranking, until all available places are filled, not before the second session, subject to notification from the Registrar's Office, which will be given no earlier than 13 May 2024.

The ranking list will be drawn up on the basis of the overall mark obtained by each candidate (test score + merit points). In the event of a tie, the degree mark or the average mark obtained by the deadline for submitting the application - set for each session - will be taken into account. In the event of a further tie, precedence will be given, in order, to the candidate who has obtained a higher score in the test questions aimed at ascertaining their language skills (English language) and, finally, to the date on which the payment of the invoice for the submission of the application was made.

For the purposes of drawing up the ranking list, it is compulsory to submit:

- for undergraduates, a signed certificate/self-certification with the examinations taken (issued by their own university) **expressly specifying the average grade of the examinations passed**
- for graduates, a signed certificate/self-certification with degree grade and exams passed (issued by their own university)

by the following dates:

- by 26 February 2024 for the first session
- by 17 April 2024 for the second session
- by 11 June 2024 for the third session

If it is not possible to provide a certificate, it will be possible to fill in a declaration in lieu of certification using the [online procedure](#).

Subject to the availability of places, it is always possible to retake the test in the following session (cancelling the previously acquired score) or to request to be placed on the following ranking list while retaining the previously acquired score (only if it is greater than or equal to 18).

A maximum of 125 candidates (95 for the course held in Italian and 30 for the course held in English) in total will be admitted to the first two sessions.

Any changes to the quota of places reserved for external candidates may be communicated one week before the test date. In particular, any places not covered by the quota of internal candidates may be allocated to the quota of external candidates.

***Foreign graduates and undergraduates (EU and/or non-EU) with foreign qualifications for admission obtained in Italy or abroad:*** following the assessment of the curricular requirements, an individual interview is held (to be carried out remotely and not necessarily on the dates scheduled for the sessions), the outcome of which is an assessment of eligibility or non-eligibility. Eligible foreign students will be allocated, without considering a ranking list, the places available for external candidates in the first session or considering the single ranking list in subsequent sessions. For admission to the course held in English, non-native Italian speakers and/or non-Italian citizens are required to declare their level of proficiency in Italian when registering for the admission test and to obtain, by the end of their course of study, the required certificate of eligibility attesting to their written and oral proficiency in Italian (see point 5).

## **8. Confirmation of enrolment**

**Enrolment will be confirmed upon payment of the first instalment.**

Students admitted in the first session must complete enrolment by **15 April 2024**.

Students admitted in the second session must complete enrolment by **30 May 2024** (only if places still available or only for non-EU students).

Students admitted in the third session must complete enrolment by **29 July 2024** (only if places still available).

Depending on the number of admissions and the number of remaining places, the deadlines for enrolments may be shortened to allow the scrolling of the ranking list.

For internal students enrolled in the third year of their degree course in the academic year 2023/24, applying for the first session for enrolment in the Master's Degree Courses for the academic year 2024/25, the deadline for payment of the third instalment for the academic year 2023/24 is deferred to 20 April 2024 (instead of 31 March).

For students not yet in possession of a degree certificate, enrolment is to be considered "conditional" on obtaining the degree. Students with a conditional offer are obliged to communicate, through the [online services](#), the date and grade of the degree obtained as soon as they are announced, and to attach a copy of the degree certificate (or self-certification) as soon as it is available, and in any case no later than 31 December 2024.

Students unable to complete enrolment owing to failure to obtain a degree qualification before 31 December 2024 will have their enrolment officially annulled. **Under no circumstances will the first instalment or the enrolment fee for the admissions test be refunded.**

## 9. Test procedures

The admission test is aimed at ascertaining the candidates' knowledge in the following subjects:

- Fundamentals of Statistics
- Marketing
- Business Economics
- Political Economics
- English

It consists of a written test comprising 40 multiple-choice questions. In addition, there are 20 further questions aimed at testing the candidate's skills in the following areas and which do not count towards the final mark for the purposes of the ranking: text comprehension, logic, numerical and verbal reasoning. There are no penalties in the event of an omitted or incorrect answer. A maximum time limit of 50 minutes is allowed for answering the 60 questions.

The admission test for the Master's Degree Course in Marketing, Consumer Behaviour and Communication is held in English in the same subject areas and with the same structure as the admission test for the Master's Degree Course in Marketing, consumi e comunicazione, with the exception of the English language proficiency questions, the level of which ranges from B2 to C1.

## 10. Recommended bibliography for test preparation

### Marketing

Kerin et al, *Marketing*, McGraw-Hill Chapters 1, 2, 4, 6,10,15,16,18.

Kerin et al, *Marketing*, McGraw-Hill Chapters 1, 2, 3, 5, 9,14,15,16. (15th or 16th edition) version in English

### Business Economics

F. Favotto, S. Bozzolan e A. Parbonetti, *Economia Aziendale*, McGraw-Hill, Milano, 2016.  
Chapters: 1, 2, 3, 4, 5, 7, 9, 10.

G. Johnson, R. Whittington, K. Scholes, D. Angwin, P. Regnér, P. Atrill, E. McLaney  
Coourse held by Prof. Federica Ricceri  
Bachelor's Degree in Corporate Communication and Public Relations - IULM University  
Pearson-Text-Builder  
ISBN: 9788891910585

### Political Economics

Mankiw, *L'essenziale di economia*, Zanichelli, Milano, 2021

Mankiw, *Essentials of economics*, 2023 (10th edition)

### Statistics

Sullivan III, Emma Zavarrone *Fondamenti di statistica*, Quinta edizione, Pearson, Chapters 1 to 7

Michael Sullivan, *Fundamentals of Statistics*, Pearson, 2021, Chapters 1 to 7

## English

Any English language textbook aimed at developing language skills to at least level B2.

The topics covered in the above chapters can also be studied or revised in other similar textbooks covering the same subjects.

### 11. Applicants with disabilities and Specific Learning Disorders (DSA) ADHD, Autism

In order to guarantee equal opportunities in carrying out the tests, applicants with disabilities in possession of a certificate of civil incapacity and/or recognition of the state of disability pursuant to Law 104/92, and applicants with Specific Learning Disorders (DSA), in possession of DSA certification pursuant to Law 170/2010 will be able to upload the documentation in PDF format during the online test enrolment procedures. **Students with ADHD and Autism** must also upload the documentation certifying the disorder using the online procedure. The documentation must be currently valid and legally compliant. Specific requests for dispensation and/or compensatory measures for the admissions test must be submitted at least 10 days in advance by sending an e-mail to the diversamente service.

For any further clarifications or needs, please contact the diversamente office at: [diversamente@iulm.it](mailto:diversamente@iulm.it) tel. 02.891412200.

### 12. Privacy policy for the processing of personal data

The University provides for the processing of personal data in accordance with Regulation (EU) 2016/679 (European General Data Protection Regulation), and Legislative Decree 196/03 and subsequent amendments and additions. The privacy policies relating to all services are accessible at <https://www.iulm.it/it/servizio/privacy-policy>

### 13. Contacts

For information regarding application procedures and related administrative matters please visit our website: [New students](#) - Enrolments – Master’s Degree Courses, or contact the Registrar’s Office: email [ammissioni.magistrali@iulm.it](mailto:ammissioni.magistrali@iulm.it)