

IULM University
Faculty of Communication

Course of study in *Comunicazione d'impresa e relazioni pubbliche*
Class of degree: L-20 Communication science
Name of course in English: Corporate Communication and Public Relations

ACADEMIC REGULATIONS FOR THE COURSE OF STUDY
FOR THE COHORT ENROLLED IN THE ACADEMIC YEAR 2024/2025

Presentation

The course of study in Corporate Communication and Public Relations trains professionals capable of managing the relationship processes that public and private enterprises and organisations maintain with their stakeholders to increase visibility and strengthen reputation, create and manage brands, maintain valuable customer relationships and support sales.

Graduates work in all areas of communication: marketing, corporate and institutional communication, business and internal communication. They are able to use all communication tools, from advertising to unconventional communication, events, social media, and influencer marketing, which are necessary to interact with customers, business and industry partners, institutions, public decision-makers, local communities, citizens, journalists, the media, and influencers. They are also able to develop communication plans and strategies and evaluate their results.

The degree course provides complex skill sets: regarding business management, marketing, organisation and law to understand how companies operate; regarding sociology, psychology and consumer analysis to understand social and market dynamics; regarding business communication to be able to interact with the media, influencers and public opinion.

The course is divided into two curricula: one in Italian and one in English, which are identical in their objectives and training content.

Particular attention is paid to the use of Artificial Intelligence and the development of digital skills needed in today's media environment, proficiency in foreign languages and intercultural skills to deal with the globalisation of communication processes, as well as personal communication skills such as professional writing..

Lessons are based on a high degree of integration between lectures, discussions of business cases, exercises and workshops. Teaching is carried out by university professors and professionals from companies and communication agencies.

The course of study is spread over three years. Students graduate after passing all the course examinations, as well as the final examination, for a total of 180 CFUs (university credits).

Admission is open to students with a high school diploma or another qualification obtained abroad recognised by the University. Good language skills, written and oral fluency, and a reasonable knowledge of English are also required.

Admission to the Course is by means of a selective test and access is by means of a ranking drawn up on the basis of scholastic merit and the outcome of the test. In the case of the English language curriculum, an English language level of at least B2 as defined by the Common European Framework of Reference for Languages (CEFR) is required for admission to the test.

Specific learning objectives and description of learning paths

The course of study in Corporate Communication and Public Relations, in the Communication Science degree class, aims to provide graduates with expertise in the management of corporate communication processes, a professional field that integrates a wide range of disciplinary specialisations. Graduates are given training in the models, strategies, processes and tools used by businesses and public and non-profit organisations.

Sound theoretical and conceptual knowledge combined with vocational teaching methods that allow the consolidation of transversal competences, enable graduates to be ready both for entry into the world of work in junior positions, and for the continuation of their studies in master's degree programmes.

Course description

In the first year, students acquire the basic knowledge needed to understand the dynamics of the media, digital trends and the evolution of the consumer, to be able to consciously fit into a business context and to understand the communication processes between the company, its stakeholders in general and consumers in particular.

The second year focuses on learning the skills that will allow students to analyse the market (statistics and market research) and to define market management strategies (marketing). Skills for interpreting consumer evolution are also developed alongside those for interpreting and interacting with consumers through knowledge of neuromarketing. Communication skills are reinforced through a professional writing workshop.

The third year is professionally oriented and is divided into thematic workshops on public relations, creativity and public communication. It also provides for the consolidation of economic-managerial skills with an in-depth study of the dynamics of organisational systems and the framework of public and private law.

Over the course of the three years, students acquire increasing proficiency in English and a second foreign language. For the course held in Italian, by the end of the course students will have a level of proficiency in English equivalent to CEFR level B2. For the course in English, students enrol with a level of proficiency in English equivalent to CEFR level B2 and will attain a level of proficiency equivalent to CEFR level C1 by the end of the course.

In the second and third year, students include in their study plan three elective courses chosen from the wide range on offer. The range of elective courses is continuously updated to embrace the latest trends emerging in the field of communication and give students the opportunity to develop up-to-date skills in areas such as social media, events, influencer marketing, and Artificial Intelligence. In order to support the student's ability to interact in international professional contexts, in particular for students enrolled in the course held in Italian, a substantial number of the elective courses are taught in English.

At the end of the course of study, students write their final dissertation, i.e. an individual piece of written work on a topic related to one of the subjects included in the study plan, under the supervision of a teacher.

Second language for foreign students enrolled in the course held in English

For students enrolled in the course held in English who are not native speakers of Italian and do not possess a certified level of proficiency in Italian equal to or higher than CEFR level B2, the second foreign language will compulsorily be Italian.

The one-year course lasts 80 academic hours and corresponds to the acquisition of 6 CFUs.

For students who declare themselves to be non-beginners, there will be a test to ascertain their knowledge of the Italian language at level B2. The test will also include questions on Italian culture.

The language assessment is an examination both as regards how it is carried out and how it is assessed: a positive mark will exempt the student from attending the course and is valid for the acquisition of the 6 CFUs allocated to the course.

Students who declare themselves to be absolute beginners or with little knowledge of the Italian language will not have to take the Italian language proficiency test.

Students who have held one of the certifications included in the CLIQ (Certificazione Lingua Italiana di Qualità) at level B2 for no more than three years are exempt from the course in Italian as a second foreign language. Also exempt from the course are students in possession of a five-year or four-year high school leaving certificate obtained at Italian state schools and their official equivalents abroad.

Expected learning outcomes as expressed using European descriptors for qualifications

Knowledge and understanding

The degree course provides its graduates with knowledge in the disciplines required to manage corporate communication processes. The economic-managerial skills acquired will enable graduates to enter a business environment; skills in sociology and psychology will enable them to understand and empathise with consumers and other relevant stakeholders; communication-specific skills will enable them to relate to stakeholders in general, as well as to the media system and to operators offering specialised communication services.

In addition, a mastery of English and intermediate proficiency in a second foreign language, as well as the acquisition of an effective use of Italian for students admitted to the course taught in English with a level of proficiency below CEFR B2, will allow graduates to operate in increasingly international professional environments.

Applying knowledge and understanding

Ability to apply knowledge and understanding in the field of managing communication processes and relations between the company and its stakeholders.

This knowledge will be applied to the design and management of tools and initiatives for communication, public relations and advertising campaigns, both in traditional and in digital and social contexts, with reference both to private and public companies, non-profit organisations and institutions.

Making judgements

The ability to select, analyse and critically interpret data and information on issues relating to corporate communication and its various areas of specialisation, with the aim of developing personal judgements based on awareness. This is achieved through the fostering of autonomous skills in the collection, analysis and interpretation of data, and the use of workshops and exercises in the subjects that develop the specific knowledge of the degree course.

Communication skills

Training in the field of business communication requires students to develop personal skills in expressing content and managing relationships with a view to dialogue and mutual understanding. These skills include professional writing and in particular the mastery of business writing genres and social media applications; the construction of multimedia messages with the combined use of words, images, graphics, and sounds; public speaking and communication in small groups.

Communication skills will be developed by attending workshops and carrying out exercises and group work that will enable students to learn how to transfer their knowledge and ideas to others, including non-specialists.

These skills will be developed in Italian and English, as well as in a second foreign language.

Learning skills

Students will develop the independent learning skills that are indispensable both for accessing second-level training courses and for carrying out a process of continuously bringing themselves up to date in the field of the communication professions, a field that continues to undergo continuous and rapid change.

The development of the ability to learn will be achieved within the curricular courses through specific teaching and assessment methods that stimulate students to become aware that learning a body of knowledge is a prerequisite for developing the ability to continue to learn independently and continuously in that same field.

The development of the capacity for independent learning constitutes the specific objective of the final examination, which is both a means of verifying the knowledge acquired by students and the first opportunity to employ it in the production of new knowledge.

Employment and professional opportunities

The main professional fields for graduates in Corporate Communication and Public Relations are the areas of marketing communications, and corporate and institutional communication, which are already present and becoming increasingly more relevant in all companies, both large and small, and also increasingly in non-profit organisations; as well as in the sector comprising companies that offer specialised communication services

The course prepares graduates to become:

a) *Professionals operating in marketing communication*

Job functions: In keeping with the professional field related to the course of study, that of integrated corporate communication, in marketing communication the placement of graduates in Corporate Communication and Public Relations can be in positions dedicated to the analysis of the needs of end and intermediate customers, to the strategic assessment of the positioning of goods and services in the markets and to the implementation of the operational marketing communication and sales plan, with a particular focus on the management of advertising campaigns. Placement can be in both companies and public and non-profit organisations. Possible roles include all those involving high exposure to market communication processes, from listening to and interacting with end and intermediate customers. For example, junior product manager, junior brand manager, junior trade manager and sales account manager.

b) *Associated competences:* For employment in marketing communication, the course of study provides the skills needed to analyse consumption and purchasing behaviour using market research data and surveys based on neuroscientific techniques; to analyse competitors by understanding the market context and patterns; to define the marketing communication plan; and to analyse and evaluate the results.

c) *Professional opportunities:* In marketing communication in large, medium-sized and small companies, non-profit organisations, public institutions and communication agencies.

□ *Professionals operating in companies offering specialised communication services*

a) *Job functions:* In companies that provide specialised communication services, graduates may be placed in junior positions with responsibility for organising advertising and corporate communication campaigns, events, promotional initiatives, and influencer, digital marketing and social media management activities. Possible roles are for example: junior account manager, junior digital strategist, media relations specialist, event organiser, sponsorship specialist.

b) *Associated competences:* For employment with communication service companies, the course of study provides the skills needed to understand the processes and tools of the media system, to perform liaison functions with client companies, and operational activities for the implementation of communication initiatives using the various tools available today.

c) *Professional opportunities:* Agencies specialising in communication, advertising, public relations, media relations, influencer marketing, event organisation, and digital communication services.

□ *Professionals operating in corporate communication*

a) *Job functions:* In corporate communication, placement may be in positions dedicated to defining communication plans and relations with the company's external and internal stakeholders, and to managing their implementation and evaluation; to implementing communication initiatives such as events, relations with journalists and influencers, with internal collaborators, editorial plans for social media, tactics for sponsorships, plans and strategies for crisis management, corporate social responsibility communication plans, international communication campaigns. Employment can be found in companies as well as in public and non-profit organisations. Possible roles are for example: corporate

communication specialist, social media specialist, junior media planner, event organisation specialist, media relations specialist, internal communication specialist.

- b) *Associated competences*: For employment in the field of corporate communication, the course of study provides knowledge of the traditional and digital media ecosystem, skills in the drafting of documents aimed at communicating with all corporate stakeholders, and the ability to use tools supporting corporate communication, such as artificial intelligence-based applications, as well as the design of communication initiatives and campaigns.
- c) *Professional opportunities*: In the field of corporate communication in large and medium-sized enterprises, non-profit organisations, public institutions, communication agencies

Regulations for admission

All information regarding the regulations for admission to the degree course can be found at the following [link](#).

Organisation of the Degree Course

The Study Plan for the Degree Course in Business Communication and Public Relations is structured into a three-year course, during which students are required to acquire 180 CFUs (university credits) and includes core training activities and workshops, optional training activities and the final examination.

A university credit (CFU) is the unit of measurement of the work required of a student for each activity carried out in order to obtain a university degree.

One year's work conventionally corresponds to approximately 60 credits. For example, for the typical training activity, which is a lecture course followed by an examination that assesses the quality and quantity of learning, the work carried out by the student will naturally consist of the hours of lectures and supplementary teaching required by the lecture course, to which must be added the hours of personal study, or of non-formalised individual commitment. Credits are acquired by passing examinations or through other forms of assessing learning.

To obtain the degree, students must acquire 180 credits by passing the examinations and satisfying the eligibility requirements set out in the Study Plan in the following areas:

1. compulsory core activities and workshops;
2. optional activities chosen by the student;
3. the final exam.

The degree course is structured in two curricula which provide for the awarding of university credits.

Curriculum in Italian

Study Plan

1st YEAR

COMPULSORY SUBJECTS	SCIENTIFIC-DISCIPLINARY SECTOR	TYPE OF COURSE	CFU/ECTS CREDITS
Comunicazione d'impresa	SECS-P/08	<i>Core</i>	9
Economia aziendale	SECS-P/07	<i>Core</i>	9
Sociologia dei media	SPS/08	<i>Basic</i>	9
Linguaggi della pubblicità	L-ART/06	<i>Core</i>	6
Semiotica	M-FIL/05	<i>Basic</i>	6
Sistemi informativi e trend digitali	INF/01	<i>Basic</i>	6
Sociologia generale	SPS/07	<i>Basic</i>	6

Professional English I	L-LIN/12	Basic	6
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2nd YEAR

COMPULSORY SUBJECTS	SCIENTIFIC-DISCIPLINARY SECTOR	TYPE OF COURSE	CFU/ECTS CREDITS
Marketing	SECS-P/08	Core	9
Psicologia dei consumi e neuromarketing	M-PSI/06	Core	9
Statistica e ricerche di mercato	SECS-S/03	Elective	9
Laboratorio di scrittura professionale	L-FIL-LET-10	Elective	6
Sociologia dei consumi e cultura d'impresa	SPS/09	Basic	6
Professional English II	L-LIN/12	Other training activities	6
Lingua e cultura seconda lingua straniera	L-LIN/04 L-LIN/07 L-LIN/14 L-LIN/21 L-OR/21	Other training activities	6

ELECTIVE COURSES		Other training activities	12
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3rd YEAR

COMPULSORY SUBJECTS	SCIENTIFIC-DISCIPLINARY SECTOR	TYPE OF COURSE	CFU/ECTS CREDITS
Economia politica	SECS-P/01	Basic	9
Istituzioni di diritto pubblico e privato	IUS/01	Core	6
Laboratorio di Comunicazione pubblica e Public Branding	SECS-P/08	Core	6
Laboratorio di Relazioni pubbliche	SECS-P/08	Core	6
Organizzazione d'impresa e gestione delle risorse umane	SECS-P/10	Core	6
Laboratorio di creatività Uno a scelta tra: Creatività e progettazione Tecniche di creatività pubblicitaria	ICAR/13	Elective	9
Professional English III	L-LIN/12	Other training activities	6

ELECTIVE COURSES		Other training activities	6
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FINAL EXAM		<i>Other training activities</i>	6
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Curriculum in English

1st YEAR

COMPULSORY SUBJECTS	SCIENTIFIC-DISCIPLINARY SECTOR	TYPE OF COURSE	CFU/ECTS CREDITS
Corporate Communication	SECS-P/08	<i>Core</i>	9
Management	SECS-P/07	<i>Core</i>	9
Sociology of Media	SPS/08	<i>Basic</i>	9
Advertising	L-ART/06	<i>Core</i>	6
Information Systems and Digital Trends	INF/01	<i>Basic</i>	6
Semiotics	M-FIL/05	<i>Basic</i>	6
Sociology	SPS/07	<i>Basic</i>	6
Professional English III	L-LIN/12	<i>Basic</i>	6

2nd YEAR

COMPULSORY SUBJECTS	SCIENTIFIC-DISCIPLINARY SECTOR	TYPE OF COURSE	CFU/ECTS CREDITS
Consumer Psychology and Neuromarketing	M-PSI/06	<i>Core</i>	9
Marketing	SECS-P/08	<i>Core</i>	9
Statistics and Market Research	SECS-S/03	<i>Elective</i>	9
Professional Writing (workshop)	L-LIN/10	<i>Elective</i>	6
Sociology of Consumption and Corporate Culture	SPS/09	<i>Basic</i>	6
French/Spanish/German/Russian/Chinese/Italian* language and culture * Mandatory for non-native-speaking Italian students who do not possess B2 level of Italian.	L-LIN/04 L-LIN/07 L-LIN/14 L-LIN/21 L-OR/21 L-FIL-LET/12	<i>Other training activities</i>	6

ELECTIVE COURSES		<i>Other training activities</i>	12
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3rd YEAR

COMPULSORY SUBJECTS	SCIENTIFIC-DISCIPLINARY SECTOR	TYPE OF COURSE	CFU/ECTS CREDITS
Economics	SECS-P/01	<i>Basic</i>	9

Creativity workshop <i>A choice between:</i> Creativity and design Creativity and advertising	ICAR/13	<i>Elective</i>	9
Communication Management in Public Sector (workshop)	SECS-P/08	<i>Core</i>	6
Introduction to Public and Private Law	IUS/01	<i>Core</i>	6
Public Relations (workshop)	SECS-P/08	<i>Core</i>	6
Public Speaking	L-LIN/12	<i>Other training activities</i>	6
Organization Theories & HR Management	SECS-P/10	<i>Core</i>	6
ELECTIVE COURSES		<i>Other training activities</i>	6
GRADUATION PROJECT		<i>Other training activities</i>	6

For the acquisition of the 18 CFUs of the elective courses, students will be able to make their choice from among all the elective courses offered by the University's first-level courses of study.

The approval of individual study plans is subject to examination by specific Committees, appointed for this purpose by the Boards of the educational bodies concerned, and which also provide orientation on the matter. Should the student's proposal not be considered acceptable, they have the right to be heard by the Committee.

Teaching methods

Lessons are delivered in the form of lectures, which may be supplemented by tutorials, seminars and/or supplementary courses.

Attendance

Although strongly recommended, attendance is not compulsory.

Methods of examination

Each course may consist of one or more courses/workshops (teaching modules). Progress may also be assessed during the course of the year and for part of the modules, in accordance with the procedures set out in each course programme or communicated by the supervisors of the courses/workshops at the beginning of the lessons, as established by the competent academic bodies. The total credits for each course are considered definitively acquired in the student's records only after the final overall assessment has been registered.

Examination and assessment procedures are regulated by Article 18 of the University Academic Regulations as follows:

1. The competent academic bodies shall regulate the examination methods in such a way as to ascertain the adequate preparation of the students enrolled in the courses of study, and with a view to providing a continuation of their school studies and to the acquisition of the credits corresponding to the courses followed. These assessments, always carried out on an individual basis, must take place under conditions which guarantee the thoroughness, objectivity and fairness of the assessment in relation to the teaching or training activity followed, and to what is explicitly required for the purposes of the test.
2. Results of the assessments may be expressed as a mark or grade (examinations) or as a simple judgement of approval or non-approval (ability tests).
3. Assessment tests and examinations may be oral and/or written, and may even be carried out using digital means, provided that this does not fully replace the tests. In the case of assessment based on written and oral tests, the result of the former cannot be preclusive of the latter. In the case of assessment based on written tests only, students have the right to request a further oral assessment. In any case, the tests, if oral, must be open to the public and students must be able to see the written test paper.

4. There are three examination sessions for each course year. It is therefore not permitted to take examinations outside these sessions or to register results of exams taken in previous periods.
5. It is not permitted to repeat an examination that has been passed and registered.
6. The final result of the examination will be expressed as a mark out of thirty, with the pass mark being at least 18/30. In addition to the maximum mark of 30/30 the Examining Board may unanimously award the mark *cum laude*.
7. If a student withdraws or has not achieved a pass mark, a note will be made in their examination record book and transcript and, without affecting the final average, this will be highlighted in the documents sent to the Degree Examination Board.

Procedures for registering examinations

The procedures for registering examinations can be found at this [link](#)

Organisation of teaching activities and examination sessions

The academic calendar, lecture timetable and examination dates are published on the university website on the [degree course](#) page.

Lessons are held over two semesters with the semesters in turn being divided into two cycles.

Academic year 2024/2025:

FIRST SEMESTER

1st cycle

2nd cycle

23 September to 21 December 2024

23 September to 31 October 2024

12 November to 21 December 2024

SECOND SEMESTER

1st cycle

2nd cycle

17 February to 31 May 2025

17 February to 29 March 2025

7 April to 31 May 2025

Easter holidays: 18 to 21 April 2025 with an academic holiday from 22 to 24 April 2025

Course organisation

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| 24-hour courses (3 CFUs) | 2/3 lessons per week of 2 academic hours, held on 2/3 days within one teaching cycle. |
| 48-hour courses (6 CFUs) | 2/3 lessons per week of 2 academic hours, held on 2/3 days within two teaching cycles in the same semester. |
| 72-hour courses (9 CFUs) | 3/4 lessons per week of 2 academic hours, held on 3/4 days within two teaching cycles in the same semester. |
| 96-hour courses (12 CFUs) | 4/5 lessons per week of 2 academic hours, held on 4/5 days within two teaching cycles in the same semester or 2/3 lessons per week of 2 academic hours, held on 2/3 days in both semesters. |

For specific teaching needs, and when justifiably requested by the course teacher, the Dean may authorise alternative teaching methods to those provided for in the above formats.

There are 3 exam sessions, for a total of 8 exam dates for each course plus one exam session for students on international exchange programmes from 16 to 20 December 2024:

1st session	8 January to 15 February 2025 (3 exam dates)
2nd session	3 June to 10 July 2025 (3 exam dates)
3rd session	26 August to 20 September 2025 (2 exam dates)

There will be 3 degree examination sessions, the periods of which will be set out in the academic calendar published for each academic year.

Recognition of transcripts of students who have previously interrupted their studies

Students enrolled in the Course of Study in Corporate Communication and Public Relations who have previously interrupted their studies (at IULM or at another university) may have their transcript recognised in accordance with the following criteria:

1. correspondence in terms of CFUs of the activities previously carried out by the student compared with the requirements of the Course of Study;
2. correspondence of the course programmes of the examinations passed and verification of the non-obsolence of the credits previously acquired. Only those examinations where the date of passing is not more than five academic years from the date of the request for recognition may be recognised..

Recognition of periods of study carried out abroad

The procedures for the recognition of training activities carried out abroad are regulated as follows::

1. IULM University encourages student exchanges with foreign universities. Every year students are provided with the necessary guidelines and information on the activities that can be carried out at foreign universities and their recognition.
2. Activities carried out abroad by students enrolled at the University, including within the framework of exchange programmes with foreign universities, are recognised as valid for the purposes of their academic records and may give rise to the acquisition of CFU credits, provided that they are carried out in compliance with the rules set out in this article and with the specific provisions of the competent teaching bodies.
3. The following may be recognised as study activities carried out abroad:
 - a) attending academic courses;
 - b) passing examinations, which may need to be completed with supplementary tests;
 - c) training activities related to the preparation for the final exam for obtaining the degree, and the thesis in the case of a Master's degree course, with the possible assistance of a foreign teacher;
 - d) workshops and internships, as determined by the Faculty concerned.
4. The procedures for recognition are defined - by reasoned resolution - by the Faculty Board.
5. The certification of completed studies shall also indicate the activity carried out abroad.
6. IULM University may adopt, subject to transnational agreements with other universities, curricula that implement the hypothesis of obtaining degrees jointly with other Italian and foreign universities..

Final exam

At the end of the course, students must produce an individual written paper on a topic related to one of the subjects included in the Study Plan.

The paper may be in the form of an article, essay or case study starting from an explicitly formulated question and should be **between 40,000 and 80,000 characters** in length (including spaces), unless an exception is agreed upon with the supervisor, and must contain an appropriate bibliography (not included in the character count).

In the process of writing the paper, students are assisted by a teacher who supports them in defining the topic and supervises the layout, the corresponding bibliographical and documentary research and editing.

For their presentation, in agreement with their supervisor, students may make use of multimedia aids.

Graduating students on the degree course in Corporate Communication and Public Relations may write their final paper in English as long as it also includes a summary (not less than 8,000 characters) in Italian.

For the presentation of the paper in English, students must send a request to the Registrar's Office. The request must be motivated and have the approval of the supervising teacher, who will be responsible for evaluating the overall quality of the final paper.

The presentation in English may take place only if all the teachers on the Committee agree. In case of the unfavourable opinion of even one teacher, the presentation will have to take place in Italian, the official language of the degree course.

Students graduating in *Comunicazione d'impresa e relazioni pubbliche – curriculum Corporate Communication and Public Relations* must write their paper in English. The presentation shall also be in English.

[Regulations for procedures regarding presentation of final paper](#)

Approved by the Faculty Board at its meeting held on 11 April 2024