

Master's Degree Course in Strategic Communication Regulations for Admission 2021/2022

From **28 November 2020** the following categories of applicants may apply through the [online services](#):

- *internal graduates and undergraduates*: graduates in *Public Relations and Corporate Communication* or students enrolled on the degree course in *Public Relations and Corporate Communication* for the academic year 2020/21 who expect to graduate before the autumn session for the academic year 2020/21 (i.e. before 31 December 2021);
- *external graduates and undergraduates*: graduates from other universities or from IULM in courses other than *Public Relations and Corporate Communication*; students enrolled at other universities or at IULM on courses other than *Public Relations and Corporate Communication* for the academic year 2020/21 who expect to graduate before the autumn session for the academic year 2020/21 (i.e. before 31 December 2021);
- *foreign graduates*: Italian or foreign citizens (EU and/or non-EU) in possession of a foreign admission qualification obtained in Italy or abroad. Student records will be assessed on an individual basis for students expecting to graduate before 31 December 2021.

Curricular requirements for admission

The Students Office will verify that graduates or undergraduates meet the following curricular requirements:

- 1) to have been awarded or be about to be awarded a **university degree** in one of the following **Degree Classes (or equivalent)** or an equivalent foreign degree qualification:
 - L-1 Beni culturali (Cultural heritage)
 - L-10 Lettere (Arts)
 - L-11 Lingue e culture moderne (Modern languages and cultures)
 - L-12 Mediazione linguistica (Language mediation)
 - 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-19 Scienze dell'educazione e della formazione (Education and training)
 - L-20 Scienze della comunicazione (Communication)
 - L-24 Scienze e tecniche psicologiche (Psychology)
 - L-33 Scienze economiche (Economics)
 - L-36 Scienze politiche e delle relazioni internazionali (Politics and international relations)
 - L-37 Scienze sociali per la cooperazione, lo sviluppo e la pace (Social sciences for cooperation, development and peace)
 - L-40 Sociologia (Sociology)

or

for students who have been awarded or are about to be awarded a **university degree in subject classes other than those listed in point 1**, to have acquired or be about to acquire at least **60 CFU credits in one or more of the following scientific-disciplinary sectors** (during their three-year degree course, or by passing single university courses, or by obtaining a university Master's degree):

- 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

- 2) knowledge of English to at least level B2: all categories of applicants must have acquired at least **12 CFU credits in the scientific-disciplinary sector L-LIN/12** (acquired during previous university studies) and have an average mark of no less than 25/30; or they must be in possession of **international language certification** – awarded in the last three years – certifying knowledge of English to at least level B2 (on the Common European Framework e.g. a score between 5.5 and 6.5 for IELTS; 87-109 for TOEFL iBT, or similar qualifications to be assessed). However, any certification issued by the applicant's previous university indicating knowledge of English to at least level B2 on the basis of exams taken will not be accepted.

Applicants who do not hold international language certification, or who have not acquired 12 CFU credits in the scientific-disciplinary sector L-LIN/12 with an average mark of no less than 25/30, will have to take the *Oxford University Press* test, which will be scheduled a few days prior to the date of the admissions test. Applicants who do not achieve level B2 on the *Oxford University Press* test will not be admitted to the admissions test.

Applicants in possession of a university degree awarded at the end of a course of study in English will be admitted to the admissions test even if they do not have language certification.

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

Applications from students or graduates of **SSML Institutes (Scuole Superiori per Mediatori Linguistici)** will be assessed on an individual basis considering the applicants' study plans and in accordance with the provisions of the relevant rules and regulations. Before completing the application for admission online, SSML applicants must send a detailed exam certificate by email to: segreteria.magistrali@iulm.it.

Only after approval by the Coordinator for Master's Degree Courses will applicants be able to apply online.

Admission test sessions and deadlines for applications for admission

- 1st session: 4 March 2021
- 2nd session: 29 April 2021
- 3rd session: 17 June 2021 (only if places still available or only for non-EU students)

The application must be presented no later than

- 1st session: 15 February 2021
- 2nd session: 12 April 2021
- 3rd session: 1 June 2021

Applications for admission received after the dates listed above may be taken into consideration only for the tests of the following session (subject to verification of the availability of places).

Students who fail to pass the test in one session may apply for a subsequent session- without having to pay a further test enrolment fee - by making a specific request to the Students Office, and subject to approval by the Examination Selection Board and to verification of the availability of places.

The dates and procedures for the tests, whether carried out remotely or in person, will be communicated to the candidates in advance, taking into account any developments in the current health emergency situation. The dates of the tests already scheduled may be subject to changes, which will be communicated to candidates in advance.

Criteria for admission

Internal graduates and undergraduates: graduates in *Public Relations and Corporate Communication* with an average exam mark (not the final degree mark, but the average mark of the exams taken prior to graduation) of at least **25/30**, and students on the degree course in *Public Relations and Corporate Communication* with at least 110 CFU credits registered on 18 February 2021 and an average exam mark of at least **25/30 who apply for admission in the first and second session will be placed in a ranking list (without taking any tests) according to the average mark obtained**, considering:

- for undergraduates, the average mark of exams registered as of 15 February 2021;
- for graduates, the average mark for the degree expressed as a mark out of 30 (the average mark obtained prior to taking the final degree exam).

Internal students who meet the above requirements must also meet the language requirement as described in Point 2 i.e. knowledge of English to at least level B2:

- at least 12 CFU credits in the scientific-disciplinary sector L-LIN/12 (acquired during previous university studies) and have an average mark of no less than 25/30;
- or be in possession of international language certification certifying knowledge of English to at least level B2: 5.5-6.5 for IELTS; 87-109 for TOEFL iBT;
- or passing the *Oxford University Press* test with at least level B2.

Candidates will be admitted to the ranking list up to the quota established for internal students, with the number of places being communicated one week prior to the test.

Internal students who are unable to meet the above requirements (i.e. those who have not acquired at least 110 CFU credits and/or have an average mark of less than 25/30 as of 15 February 2020) will take the same admissions test as external students and, if they pass, will be included in the same ranking list as 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, in order to be able to take into account (for the purposes of verifying the requirement of having acquired 110 CFU credits) the CFU credits gained abroad and awaiting approval.

In the sessions following the second session (subject to availability of places) internal students will take the same test as external students, and as a result a single ranking list will be drawn up based on the outcome of the test.

External graduates and undergraduates will take an admissions test (written and oral). External undergraduates may take the test provided they have registered:

- for the first session at least 90 CFU credits as of 15 February 2021;
- for the second session at least 110 CFU credits as of 12 April 2021;
- for the third session at least 130 CFU credits as of 31 May 2021.

Applicants who pass the test will be placed in a ranking list based on the result of the test. In the event of identical test results the eligible applicants will be ranked as follows:

- undergraduates will be ranked on the basis of the average mark awarded for exams registered as of the deadlines listed above for the three different sessions. For this reason external applicants will be required to produce certification of exams taken or a personal declaration, which is to be presented at the same time as the application for admission;
- graduates will be ranked on the basis of their degree mark converted into a mark out of thirty

Applicants will be admitted to the ranking list up to the quota of places available for each session.

For the purposes of drawing up the ranking list, it is compulsory for undergraduates, when submitting their application online, to send a personal declaration of certification with the list of exams taken and the average grade to segreteria.magistrali@iulm.it (by 15 February 2021 for the first session, by 12 April 2021 for the second session, by 31 May 2021 for the third session).

Foreign graduates will have an individual interview (which may also be carried out remotely and not necessarily on the session dates), the result of which will be ‘eligible’ or ‘not eligible’. Foreign applicants who are not native English speakers are required to present international language certification certifying knowledge of English of at least level B2 before taking the admissions test; alternatively they must pass the *Oxford University Press* test with at least level B2.

Eligible foreign students will be assigned places outside the ranking list available for external applicants in the first session, or places in the single ranking list in subsequent sessions. Foreign graduates may also submit GPA Certification issued by their University or by competent external Agencies.

Confirmation of enrolment

Matriculation will be confirmed upon payment of the first instalment.

Students admitted in the first session must complete matriculation by **31 March 2021**.

Students admitted in the second session must complete matriculation by **15 May 2021**.

Students admitted in the third session must complete matriculation by **30 June 2021**.

For internal students enrolled in the third year of their degree course in the academic year 2020/21, applicants for the first session for matriculation in the Master’s Degree Courses for the academic year 2021/22, the deadline for payment of the third instalment for the academic year 2020/21 is deferred to 20 April 2021 (instead of 31 March).

For students not yet in possession of a degree certificate, matriculation is to be considered “conditional” on obtaining the degree. Students with a conditional offer are obliged to communicate the result and grade of the degree obtained as soon as they are announced, and in any case no later than 31 December 2021.

Students unable to complete enrolment owing to failure to obtain a degree qualification before 31 December 2021 will have their enrolment officially annulled. **Under no circumstances will the first instalment be refunded.**

Test procedures and recommended bibliography for preparing the test

The admissions test will be based on the topics of the Fundamentals of Statistics and Marketing, and will consist of a written test with open-ended questions, and an oral test on the same day. The written and oral tests will both be held in English.

Marketing

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

Fundamentals of statistics

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

The topics covered in the chapters mentioned can also be studied or revised in other similar manuals on the same subjects.

Applicants with disabilities and Specific Learning Disorders (DSA)

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. The documentation must be currently valid and legally compliant.

Specific requests for dispensation and compensatory dispensation measures for the admissions test must be submitted at least 7 days in advance by sending an e-mail to the diversamente service at diversamente@iulm.it

Contacts

For information regarding application procedures and related administrative matters please visit our website: Enrolments – Master’s Degree Courses, or contact the Students Office: email segreteria.magistrali@iulm.it Tel. 02/891412330 – office hours 9.30/12.30 and 14.30/16.30.