



UNIVERSITÀ
IULM



MASTER'S DEGREE IN
STRATEGIC
COMMUNICATION

DUAL DEGREE



IULM UNIVERSITY

Founded in 1968 in Milan, IULM University is a highly qualified research and education center specialized in Corporate Communication.

IULM's ultramodern campus is very close (just a 10-minute subway ride) from Milan's vibrant city centre.

www.iulm.com



The Master's Degree in Strategic Communication allows students to gain core skills for the most important areas of corporate communication. Students will be able to develop business and managerial competencies in strategic communication.

FACULTY

Our Faculty professors are academics and practitioners highly specialized in the main areas of Strategic Communication and with an extensive international teaching experience.

ADVISORY BOARD

The teaching activities of the Master's degree in Strategic Communication are supported by an Advisory Board, whose members are Chief Communication Officers (CCOs) of large Italian and international companies, and agencies, such as:

Assogestioni, Assolombarda, ASSOREL, Badenoch & Clark, Barilla, Bayer, BCRA, Brembo, Coca Cola Company, Diocesi di Milano, ENEL, ENI, FERPI, Ferrero, Humanitas, Intesa San Paolo, Ketchum, Lavazza, LGH, Mediobanca, Pirelli, Reputation Institute, Roche, Samsung, Sirti, Sisal, Snam, Vodafone, Weber Shandwick.

The CCOs will give their support in presenting and discussing case studies and providing internships and working experience to students.

DUAL DEGREE AND EXCHANGE OPPORTUNITIES

Dual Degree opportunities have been developed in cooperation with Huddersfield University and Cardiff Metropolitan University. Further opportunities of exchange will be offered at Université Catholique de Louvain (Belgium), Lund University (Sweden), Leeds University (UK), Royal Roads University (Canada), University of Technology Sydney (Australia) among others.

CAREER OPPORTUNITIES

The Master's degree in Strategic Communication will train students to become highly qualified professionals and managers able to play different roles such as:

- ✔ **Strategic Communication Manager**, responsible for planning and coordinating communication strategies.
- ✔ **Global Reputation Manager**, responsible for developing and constantly improving a brand or business reputation.
- ✔ **Communication Specialist**, responsible for planning and coordinating communication activities in a specific area.
- ✔ **Stakeholder Relationship Manager**, responsible for managing relationships with company stakeholders.



DEGREE PROGRAM

| YEAR 1 | ECTS |
|---|------|
| Strategy and Management | 9 |
| Organizational Behaviour & Neuromanagement | 6 |
| Strategic & Entrepreneurial Communication | 9 |
| Brand, Identity & Reputation | 12 |
| ✔ Consumer Behaviour & Integrated Marketing Communication | 6 |
| ✔ Identity & Reputation Management | 6 |
| Digital Communication Management | 12 |
| ✔ Digital and Crossmedia Strategy | 6 |
| ✔ Social Media Relations Management | 6 |
| Content Management & Corporate Storytelling | 6 |
| Elective courses | 6 |

| YEAR 2 | ECTS |
|--|------|
| Stakeholder Relationship Management | 12 |
| ✔ Issues & Crisis communication | 6 |
| ✔ Public Affairs & Digital Advocacy | 6 |
| Communication Measurement & Data Analysis | 6 |
| Corporate Social Responsibility & Communication | 6 |
| Internal Communication and Change Management | 6 |
| Financial Communication and Investor Relations | 6 |
| Elective courses | 6 |
| Field project/stage | 6 |
| Final Dissertation | 12 |

ADMISSION REQUIREMENTS

- ✔ Bachelor's degree with at least 60 ECTS in Communication studies, Economics, Statistics, Sociology, Psychology or equivalent.
- ✔ Proof of English proficiency (B2 level) is required: e.g. IELTS 5.5-6.5, TOEFL iBT 87-109, or at least 12 credits in English language modules.

Applicants with the above mentioned qualifications will be invited for an admission interview in order to evaluate the level of competencies.

TEACHING METHODS

The teaching methods have a strong practical orientation and are based on projects developed by organizations for group activities and discussion of case studies.

- ✔ Business Games
- ✔ Projects
- ✔ Problem solving
- ✔ Case Studies
- ✔ Role playing
- ✔ Group Works

TUITION FEES

Tuition fees for international students are € 9,800 per year.
For Italian students tuition fees depend on the contribution level.

Scholarship opportunities and tuition reductions are available for qualified students.



IULM IN NUMBERS



1968
Established



6 undergraduate
degree courses

6 postgraduate
2-year masters
degrees

34 postgraduate
1-year masters
degrees and executive
courses



130 partner
universities worldwide

1400 partner
companies in research
and learning projects

1 start-up incubator

2 research centers



10 laboratories

3 auditoriums

4 food&beverage
outlets

50000 sqm
campus

240 beds



CONTACT US

For further information and support, get in touch with our office.

Master of Strategic Communication

admission@iulm.it

T. +39 02 89141 2818 M. +39 348 140 9742

iulm.com

International University of Languages and Media IULM

Via Carlo Bo, 1

20143 Milan (Italy)



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