MASTER'S DEGREE COURSE IN MARKETING, CONSUMER BEHAVIOUR AND COMMUNICATION

PROCEDURES FOR ASSIGNING AND ASSESSING THE INTERNSHIP OR WORKSHOP

Considering the current Academic Regulations of the University, the Faculty Board in the meeting held on 13th October 2025 and in the subsequent on March 3, 2026 deliberates the following procedures for assigning and assessing the Internship and Field Project:

To complete their studies, students enrolled in master's degree programmes must have acquired a certain number of credits through an **internship** (work experience at a company or institution outside the University) or **workshop** (work and/or research experience at a research centre, laboratory, or institute inside or outside the University coordinated by a professor of the master's degree programme) in preparation for admission to the final exam.

The internship and workshop, lasting a minimum of **three months *full-time*** or ***six months part-time,*** correspond to a total of **6 credits.**

Early interruption of an internship, without serious and justifiable reasons, will result in the non-recognition of the relevant CFU credits.

Students undertake their internship/workshop activities during the second semester of the second year of the master's degree programme, i.e., after the end of classes.

Approval of the internship/workshop is the responsibility of the degree course coordinator and is done electronically. Internship/workshop activities carried out during first-level degree courses or before the period indicated above are not valid.

INTERNSHIP

Students agree with the University's Career Service and Business Relations Office on the assignment of an internship consistent with the educational path of the degree programme to be carried out at a company that already has an agreement or is willing to agree with the Career Service and Business Relations Office.

The duration of the internship, agreed with the employer, must be respected by the student. If the internship decided with the company lasts longer than necessary to obtain the required credits, the Career Service and Business Relations Office, upon request by the student at the time of submitting the degree application, will provide a certificate of partial completion of the internship for the purpose of recognizing the credits in the student's academic career.

At the end of the internship, in time for the submission deadline of the degree application, the student sends a copy of the internship completion certificate (or partial completion certificate) issued by the Career Service and Business Relations Office to segreteria.studenti@iulm.it for the purpose of recording the credits in their academic record.

WORKSHOP

The student agrees with the professor responsible for the workshop on a work and/or research experience at a research centre, laboratory, or institute, either within or outside the University, that is consistent with the master's degree programme. The workshop has a duration similar to the internship and therefore cannot last less than three months full-time. At the end of the workshop, the student asks the professor in charge to fill out and sign the form *Attachment - Workshop Acquisition*, certifying that the activity has been completed.

The student submits the workshop activity form to the degree programme coordinator by the deadline for submitting the degree application. If the submitted documentation meets the requirements, the coordinator will provide their approval, allowing the corresponding credits to be acquired. This approval will be indicated by signing the *Annexe - Workshop Approval form*, which the student must send to segreteria.studenti@iulm.it by the deadline for submitting their degree application.

OTHER EMPLOYMENT (FOR WORKING STUDENTS)

Students already engaged in work (project contract, permanent contract, other) consistent with the master's degree programme may request that this activity be considered equivalent to the curricular internship for the purpose of acquiring the relevant credits. In this case, the procedure is as follows:

a) within one month of submitting the thesis title, the student must submit the form *Attachment - Approval of Other Work* to the degree programme coordinator to request that their work experience be considered equivalent to the internship, attaching a copy of the documentation proving their employment relationship and the tasks performed. Once the suitability of the work experience for the master's degree programme has been assessed, the course coordinator approves it by signing the form;

The Degree Programme evaluates the equivalence of past or current work experience in relation to internship or field project activities on the basis of the following criteria:

- consistency of the activity carried out with the educational objectives of the degree programme;
- compatibility with the career opportunities indicated in the SUA-CdS document;
- length of the experience, level of responsibility, and degree of independence in the tasks performed;
- adequate formal documentary evidence issued by the host institution or company, as well as a detailed report by the applicant.

The Degree Programme Coordinator evaluates the request.

b) at the same time as submitting the degree application by the date set for each session, the student sends the above form signed by the degree programme coordinator and all the documentation to segreteria.studenti@iulm.it.

Milan, 3 March 2026

The Dean
Prof. Luca Barbarito

ANNEX – *ACQUISITION OF FIELD PROJECT*

To be submitted to the Coordinator of the degree course

THE UNDERSIGNED PROF.
……

SUPERVISOR OF THE WORKSHOP…….....

……,

CERTIFIES THAT THE STUDENT:

SURNAME AND NAME
……

STUDENT ID NUMBER.…….

PARTICIPATED REGULARLY IN THE ABOVE WORKSHOP FOR A PERIOD OF

……

Signature of supervisor: _____

DATE _____

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ANNEX – *APPROVAL OF FIELD PROJECT*

To be submitted together with the degree application

SURNAME AND NAME……..……

STUDENT ID NUMBER…….

FOR THE PURPOSES OF THE RECOGNITION OF THE RELATED EDUCATIONAL CREDITS, HAVING EVALUATED THE WORKSHOP ACTIVITY CARRIED OUT BY THE STUDENT, THE COORDINATOR OF THE MASTER'S DEGREE COURSE:

☐ APPROVES

☐ DOES NOT APPROVE

Signature of Field Project Supervisor: _____

DATE _____

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ANNEX – *APPROVAL OF OTHER EMPLOYMENT*

To be submitted together with the degree application

COGNOME E NOME ……

MATRICOLA……..

FOR THE PURPOSES OF THE RECOGNITION OF THE RELATED EDUCATIONAL CREDITS, HAVING EVALUATED THE EQUIVALENCE OF THE WORK EXPERIENCE CARRIED OUT BY THE STUDENT WITH AN INTERNSHIP, THE COORDINATOR OF THE MASTER'S DEGREE COURSE:

☐ APPROVES

☐ DOES NOT APPROVE

Signature of the Coordinator of the Master's degree course: _____

DATE _____