Master's Degree Course in Strategic Communication

(LM-59 Public, Corporate and Advertising Communication Sciences)

Admission Procedures Academic Year 2027/2028

From **11 November 2026**, 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 2026/2027 who expect to graduate before the autumn session for the academic year 2026/2027 (i.e. before 31 December 2027) 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*: 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 2026/2027 who expect to graduate before the autumn session for the academic year 2026/2027 (i.e. before 31 December 2027);
- *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 by 31 December 2027.

1. Number of places available for the academic year 2027/2028

100 places

2. Admissions test fee

Registration for the test requires payment of a fee of €110.

All candidates, both internal and external, must apply for admission to the test and pay the corresponding fee (even those admitted directly). 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.

3. Curricular requirements for admission

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

1) to have been awarded or be about to be awarded a **first-cycle university degree** in one of the following **Degree Classes** 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 candidates who have graduated or are about to graduate in **subject classes other than those listed above:**

2) 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:

- ICAR/13
- 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**)**.**

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: ammissioni.magistrali@iulm.it

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

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

English language proficiency to a level of at least CEFR level B2 will be verified in one of the following ways:

- obtaining one of the following language certificates after 1 January 2025: : IELTS with a score of at least 6.0; TOEFL iBT with a score of 4.0–4.5 (formerly 60–78); Cambridge English First or Advanced; Linguaskill (170); BEC Vantage (170); Cambridge IGCSE English as a Second Language – Grade B; Pearson PTE (59–76); Trinity College London ISE II (B2), Paper or Digital, with a minimum grade of Merit or a score of 90 in each skill;
- obtaining (in Italy or abroad) a Bachelor's degree in a course held in English
- 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 2026/2027 (and in any case not before 1 December 2025)

Candidates who do not meet the language requirement when registering for the admission test and during the assessment of their qualifications will automatically be placed on the list of those who must take the Assessment test (Oxford Placement Test, offered online at no extra cost by IULM University) on one of the following dates:

- 1st session: 4 December 2026
- 2nd session: 4 February and 26 February 2027
- 3rd session: 13 April and 29 April 2027 (only if places still available or only for non-EU students)
- 4th session: 24 June 2027 (only if places still available or only for non-EU students)
- 5th session: dates to be defined only if places still available.

Please note that where two dates are scheduled for the Assessment Test in the same session, candidates may not take the test on both dates, nor may they choose their test date. The date will be assigned ex officio by the Registrar's Office.

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

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 the assessment and acquisition of knowledge of the Italian language" published on the University website.

6. Admissions test sessions and deadlines for applications for admission

- 1st session: **17 December 2026**
- 2nd session: **11 March 2027**
- 3rd session: **13 May 2027** (only if places still available or only for non-EU students)
- 4th session: **5 July 2027** (only if places still available or only for non-EU students)
- 5th session: dates to be defined only if places still available

The application must be submitted by

- 1st session: 1 December 2026
- 2nd session: 23 February 2027
- 3rd session: 26 April 2027 (only if places still available or only for non-EU students)
- 4th session: 21 June 2027 (only if places still available or only for non-EU students)
- 5th session: dates to be defined only if admissions test is to be held

Students who fail to pass the test in one session may apply for a subsequent session 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 2026/2027 who expect to graduate before the autumn session for the academic year 2026/2027 (i.e. before 31 December 2027) 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 participating in the first session, possession of at least 90 CFUs registered[1] as of 1 December 2026, and an average mark no lower than 25/30 with verification of the attainment of 120 CFUs as of 23 February 2027 - see Annex 1 "*Procedures for verification of requirements for candidates participating in the advance session (I session)*"
- for undergraduates participating in the second session, possession of at least 120 CFUs registered as of 23 February 2027 and an average mark no lower than 25/30 for the second session;
- for graduates participating in the first or second sessions, an average mark prior to graduation (not the degree grade expressed as a mark out of 30) no lower than 25/30.

[1] Credits arising from additional learning requirements (OFAs), interim examinations, partial examinations and/or modules will not be taken into account, even if they have been registered.

Internal candidates who meet the above requirements must also meet the language requirement, i.e. proficiency in English to at least level B2 (see the paragraph *Language requirement: English language proficiency to at least level B2)*, with the exception of internal candidates on the degree course in Corporate Communication and Public Relations.

A maximum total of 50 candidates will be admitted to the ranking list[2] in the first two sessions. 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 (i.e. with an average mark lower than 25/30 as of 23 February 2027) 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 or second sessions must report this when presenting their application for admission by sending an e-mail to ammissioni.magistrali@iulm.it, in order to be able to take into account (for the purposes of verifying the requirement of having acquired 90 CFUs for the first session and 120 CFUs for the second session) the CFUs gained abroad and awaiting approval.

In the sessions following the second session (subject to availability of places) internal students will take the same admission 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: 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 90 CFUs as of 1 December 2026 (with subsequent verification of the attainment of 120 CFUs as of 23 February 2027 - see Annex 1 "*Procedures for verification of requirements for candidates participating in the advance session (I session*)"
- for the second session at least 120 CFUs as of 23 February 2027
- for the third session at least 130 CFUs as of 26 April 2027
- for the fourth session at least 130 CFUs as of 21 June 2027
- if a fifth session is held, at least 140 CFUs by the test registration deadline

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

[2] In the event of a tie, for graduates the mark on submitting the application will be taken into account, and for undergraduates the average mark rounded to the second decimal place achieved on the date of submission of the application for admission will be taken into account for each session. In the event of a further tie, the date of payment of the application fee will be considered.

Candidates will be admitted in the ranking list up to the number of places assigned for each session.

In the event of a tie, for graduates the mark on submitting the application will be taken into account, and for undergraduates the average mark rounded to the second decimal place achieved on the date of submission of the application for admission will be taken into account for each session. In the event of a further tie, the date of payment of the application fee will be considered.

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;** candidates must also enter all completed educational activities, as listed on the certificate, when registering for the test;
- for graduates, a signed certificate issued by their own university or self-certification with degree grade and exams passed.

by the following dates:

- by 1 December 2026 for the first session
- by 23 February 2027 for the second session
- by 26 April 2027 for the third session
- by 21 June 2027 for the fourth session

Any places not filled by the quota of internal candidates may be allocated to the quota of external candidates.

Foreign graduates: The candidate's individual knowledge and skills will be assessed by means of a written paper (of no more than 1400 words) based on a case study assigned after the verification of the curricular requirements. The case study assesses the level of knowledge of basic communication and marketing concepts. Foreign applicants who are not native speakers of English are required to present international language certification attesting to their level of English language proficiency to at least level B2 before taking the admissions test; alternatively, they must pass the Assessment Test with at least level B2.

The dates for the admission test for foreign candidates are published at the following link.

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.

8. Confirmation of enrolment

Enrolment will be confirmed upon payment of the first instalment.

Students admitted in the first session must complete enrolment by **18 January 2027.**

Students admitted in the second session must complete enrolment by **5 April 2027.**

Students admitted in the third session must complete enrolment by **7 June 2027.**

Students admitted in the fourth session must complete enrolment by **27 July 2027.**

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 2026/2027, applying for the second session for enrolment in the Master's Degree Courses for the academic year 2027/2028, the deadline for payment of the third instalment for the academic year 2026/2027 is deferred to 22 April 2027 (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 2027.

Students unable to complete enrolment owing to failure to obtain a degree qualification before 31 December 2027 will have their enrolment officially annulled. **Under no circumstances will the first instalment or the enrolment fee for the admissions test be refunded.**

Students holding a foreign qualification must complete their enrolment no later than 31 January 2028 by submitting all the required documentation, including: a type D study visa, where required; a tax identification number (*codice*

fiscale); the original-language version of the qualification required for admission, together with an Italian translation, where required; documentation verifying the authenticity of the qualification, such as a CIMEA Statement of Comparability and/or Verification or a Declaration of Value (*Dichiarazione di Valore*), as required by the University. Failure to meet these requirements, including failure to submit the required documentation, by 31 January 2028 will result in the enrolment for the 2027/28 academic year being cancelled automatically, without any entitlement to a refund of amounts already paid.

9. Recommended bibliography for test preparation

The admissions test consists of an oral test held in English and will be based on the following chapter:

Corporate Communication
Invernizzi E., Romenti S., (2023) Conceptual and Operational Evolution of PR and Corporate Communication, in (eds) Invernizzi E., Romenti S., Corporate Communication and Public Relations Handbook, McGraw-Hill.

This last chapter is available to students at this link

The Committee responsible for assessing candidates' individual knowledge will consist of at least two members, in addition to the candidate.

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

To ensure equal opportunities in taking the admission test, candidates with disabilities who hold a civil disability certificate and/or official recognition of disability status under Italian Law No. 104/1992, candidates with a diagnosis of Specific Learning Disorders (SLD/DSA) under Italian Law No. 170/2010, and candidates diagnosed with ADHD or autism must indicate this in the online application procedure and upload the relevant documentation in PDF format no later than the test registration deadline. The documentation must be valid at the time of submission and issued in accordance with applicable legislation..

For any further clarifications, please contact the diversaMENTE office at diversamente@iulm.it tel. 02.891412200.

11. 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

12. 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

Annex 1. Procedures for verification of requirements for candidates participating in the advance session (I session)

Participation in the advance session of the admission tests for Master's degree courses requires a double check of the CFUs possessed by the candidate. In particular, candidates intending to participate in the first session must **possess at least 90 CFUs as of 1 December 2026**. If admitted with subsequent enrolment by 18 January 2027, they must confirm their position by certifying the attainment of 120 CFUs as of 23 February 2027 by producing valid certification of the CFUs passed and registered by that deadline.

Students with at least 120 CFUs as of 23 February 2027
The position of students who have obtained at least 120 CFUs will be confirmed without the need for further assessment (subject to the attainment of the admission qualification).

Students who do NOT have at least 120 CFUs as of 23 February 2027
The position of students who have not obtained at least 120 CFUs will be assessed in relation to the number of places still available within the Master's degree programme concerned:

a) Should the available places be considered (at the sole discretion of the University) to be approaching full capacity, the students concerned will lose their entitlement to enrolment. Their registration will be annulled, and the amount paid will be refunded, net of statutory charges and a €100 administrative fee;

b) Should the available places be considered NOT to be approaching full capacity, students will be able to choose whether to defer assessment of their position to the third session or to forego enrolment;

b-1) if they forego their enrolment, they will forfeit their position, with cancellation of their enrolment and reimbursement of the fee paid, net of statutory charges and a €100 administrative fee;

b-2) if they opt to defer the assessment to the third session, they definitively waive the possibility of full reimbursement of the fee paid and must submit, by 26 April 2027, valid certification of the CFUs successfully attained and registered;

b-2-1) if, on 26 April 2027, they have obtained at least 130 CFUs, their position will be confirmed, without the need for further assessment (subject to the attainment of the admission qualification);

b-2-2) if, on 26 April 2027 they have NOT obtained at least 130 CFUs, their position will be assessed in relation to the number of places still available;

b-2-2-1) should the available places be considered to be approaching full capacity, the students concerned will forfeit their position, their enrolment will be cancelled and no more than 50% of the fee paid will be reimbursed;

b-2-2-2) should the available places be considered NOT to be approaching full capacity, students will be able to choose whether to defer the assessment of their position to the 4th session or to forego enrolment (in which case the enrolment fee will not be reimbursed).

For those who opt to defer the assessment to the 4th session, the steps from 3b-2 onwards will be repeated on 21 June 2027.

Regardless of the number of CFUs held, after the 4th session if the available places are not filled, the position of these students will be confirmed.