PIANO DEGLI STUDI DEL CORSO DI LAUREA IN
CORPORATE COMMUNICATION AND PUBLIC RELATIONS
(Classe L-20 Scienze della comunicazione)
A. A. 2019/20

1st YEAR A.Y. 2019/20

COMPULSORY SUBJECTS	SETTORI SCIENTIFICO DISCIPLINARI	CFU
Sociology of Media	**SPS/08**	**9**
Management	**SECS-P/07**	**9**
Corporate Communication	**SECS-P/08**	**9**
Information Systems and Digital Trends	**INF/01**	**6**
Sociology of Consumption and Corporate Culture	**SPS/09**	**6**
Advertising	**L-ART/06**	**6**
Semiotics	**M-FIL/05**	**6**
Professional English III *Competenze linguistiche assimilabili al livello B2+*	**L-LIN/12**	**6**

2nd YEAR A.Y. 2020/21

COMPULSORY SUBJECTS	SETTORI SCIENTIFICO DISCIPLINARI	CFU
Consumer Psychology and Neuromarketing	**M-PSI/06**	**6**
Marketing	**SECS-P/08**	**9**
Statistics and Market Research	**SECS-S/03**	**9**
Social Change in the Digital Age	**SPS/07**	**9**
Professional Writing (workshop)	**L-LIN/10**	**6**
Professional English IV *Competenze linguistiche assimilabili al livello C1*	**L-LIN/12**	**6**
French/Spanish/German/Russian/Chinese/Italian language and culture	**L-LIN/04** **L-LIN/07** **L-LIN/14** **L-LIN/21** **L-OR/21** **L-FIL-LET/10**	**6**
ELECTIVE COURSES		**12**

3rd YEAR A.Y. 2021/22

COMPULSORY SUBJECTS	SETTORI SCIENTIFICO DISCIPLINARI	CFU
Public Relations (workshop)	**SECS-P/08**	**6**
Economics	**SECS-P/01**	**9**
Communication Management in Public Sectors (workshop)	**SECS-P/08**	**6**
Organizational Theories & HR Management	**SECS-P/10**	**6**
Introduction to Public and Private law	**IUS/01**	**6**
Creativity workshop *Creativity and design* *or* *Creativity and advertising*	**ICAR/13**	**9**
Professional English: Public Speaking *Competenze linguistiche assimilabili al livello C1*		**6**
ELECTIVE COURSES		**6**
FINAL EXAM		**6**

Dovrai acquisire 18 CFU da attività formative a scelta: è possibile scegliere quelle suggerite (disponibili all'interno del calendario delle lezioni pubblicato sul sito dell'Ateneo) oppure quelle attivate presso altri Corsi di Laurea.