FACULTY OF COMMUNICATION

MASTER'S DEGREE COURSE IN MARKETING, CONSUMI E COMUNICAZIONE
MASTER'S DEGREE COURSE IN MARKETING, CONSUMER BEHAVIOUR AND COMMUNICATION
MASTER'S DEGREE COURSE IN STRATEGIC COMMUNICATION
MASTER'S DEGREE COURSE IN TELEVISION, CINEMA AND NEW MEDIA
MASTER'S DEGREE COURSE IN ARTIFICIAL INTELLIGENCE FOR BUSINESS AND SOCIETY

ORGANISATION AND EVALUATION PROCEDURES FOR THE FINAL EXAMINATION
MASTER'S DEGREE COURSES – ACADEMIC YEAR 2025/2026

1. Characteristics of the Final Examination

The Final Examination consists in the writing and presentation of a degree thesis with the typical characteristics of a scientific publication, in which students will have to demonstrate their ability to apply the theoretical and critical knowledge acquired during their studies and to show that they are able to implement independent research methods, in order to elaborate an analytical in-depth approach to one of the characteristic topics covered by the Master's deg ree course. The degree thesis, seen as the ideal completion of the course of studies, may be integrated with images, films or other multimedia aids that document, in addition to scientific knowledge, also the technical, professional and methodological skills acquired by the student. Without prejudice to the obligations regarding originality, the updating of bibliographic materials, critical evaluation skills and methodological accuracy, the dissertation may be based on methods of research carried out on current scientific literature, or it may be a more markedly original work capable of presenting a personal contribution to research on the subject.

Students graduating from the Master's degree courses in Strategic Communication and Marketig, Consumer Behaviour and Communication will have to produce a work in English. The presentation will also be made in English.

For their presentation, and in agreement with their supervisor, students will be allowed to use multimedia aids.

2. Assignment and registration of the title of the Master's degree thesis

The title of the Master's thesis is assigned – subsequent to the request presented by students who have acquired and registered at least 60 CFU credits at the start of the final year of their course or in any case at least six months prior to the start of the degree session during which they intend to take the Final Examination - by a Professor (the "Supervisor") officially teaching a course included in the candidate's Study Plan. Students may also choose from elective courses as long as they are consistent with their main training programme. The form for registering the title is available on the personal online page in the section "*Laurea > Conseguimento titolo".*
After agreeing on the definitive title of the thesis with their Supervisor, students may complete registration procedures through the Online services, in the section "*Laurea > Conseguimento titolo*", in accordance with the following deadlines:

- 26 February 2026 for students intending to take the Final Examination in the July 2026 session
- 9 June 2026 for students intending to take the Final Examination in the November 2026 session
- 13 October 2026 for students intending to take the Final Examination in the March/April 2027 session

The Professor assigning the title of the Master's degree thesis is also responsible for approving the written work in which the student summarizes the results of the research carried out, and, together with a co-supervisor appointed by the Head of Faculty, acts as Supervisor for the thesis during the Final Examination.

Students whose title was approved more than five years ago (titles approved before **1st July 2021**) are required to contact their Supervisor to verify its continued validity, failing which the approved title will be deemed invalid.

3. Admission to the Final Examination

Students who have received approval of the title and who have acquired (or expect to acquire) all the CFU credits required in accordance with their Study Plan, must present their application for admission to the Final Examination ("degree application") at least two months before the degree session during which they intend to take the Final Examination. The degree application form is available on the personal online page in the section "*Laurea > Conseguimento titolo"*. After

agreeing on the registration of the degree application with their Supervisor, students may complete registration procedures through the Online services, in the section "*Laurea* > *Conseguimento titolo*", in accordance with the following deadlines:

- 11 June 2026 for students intending to take the Final Examination in the July 2026 session
- 17 September 2026 for students intending to take the Final Examination in the November 2026 session
- 15 February 2027 for students intending to take the Final Examination in the March/April 2027 session

The registration of the degree application requires the payment of the graduation fee and the compilation of the AlmaLaurea questionnaire.
The Examination Boards for the Final Examination and for awarding the degree are appointed by the Faculty Dean. The Examination Boards are chaired by the Faculty Dean or, in their absence, by the highest ranking or most senior Professor.
The mark for the Master's degree will be expressed collectively by the Examination Board as a mark out of 110 on the basis of the following criteria:

4. Criteria for evaluation of the final examination and the degree mark

Without prejudice to the responsibility and decision-making autonomy of the Examination Board, the Faculty Council - as the academic body responsible for coordination - has approved the following points system for the final examination :

Points to be awarded based on assessment of Master's Degree thesis

- unsatisfactory (insufficiente): the student must repeat the Final Examination
- satisfactory (sufficiente): 0/1 point
- quite good (discreto): 2 points
- good (buono): 3 points
- very good (ottimo): 4/5 points
- excellent (eccellente): 6 points

Points to be awarded based on curriculum

- International mobility programmes providing for the recognition of at least 12 CFUs, including single modules (Erasmus, Study Abroad, Exchange programme, Summer session, etc.): 1 point
- Number of 'distinctions' (exams passed 'con lode')*: 1 point for at least 2 distinctions
- Participation (paid or unpaid) for no less than 12 months on University Boards and/or Quality Assurance Committees: Joint Student-Teaching Committees; QA Groups for Courses of Study; student-elected Representatives on the Academic Senate, Board of Directors, Faculty Councils; Presidio di Qualità; Nucleo di Valutazione (resolution of the Academic Senate of 22 February 2023): 1 point
- Participation on IULM University Equal Opportunities Committee for at least 12 months: 1 point
- Certified participation in "Badge of Honour" cultural initiatives: 1 point

** for courses divided into modules, the calculation of distinctions will take into account partial assessments, irrespective of the average mark for the overall examination*

In any case the maximum number of curricular points that may be awarded will not exceed a total of two.

Finally, the Faculty Board may decide on the possibility of also awarding negative marks (up to -2 points) in the event of disciplinary measures or suspension of examinations due to irregularities in proceedings.

A maximum of 8 points may be awarded. If the maximum mark is awarded (110/110), the Examination Board may, for justified reason and with a unanimous vote, award the degree *cum laude*.

5. Delivery of printed copies of dissertations from the Print Centre

Printed copies of the final dissertation will be delivered to the lecture room on the day of the presentation (i.e. they are not to be collected prior to the day of the presentation); four hardcover copies will be printed together with one softcover copy to be given to the Examination Board.

The Faculty Dean
Prof. Luca Barbarito

Milan, 11 November 2025
Rev. 6 July 2026