



Master's degree in Marketing, Consumer Behaviour and Communication



università iulm

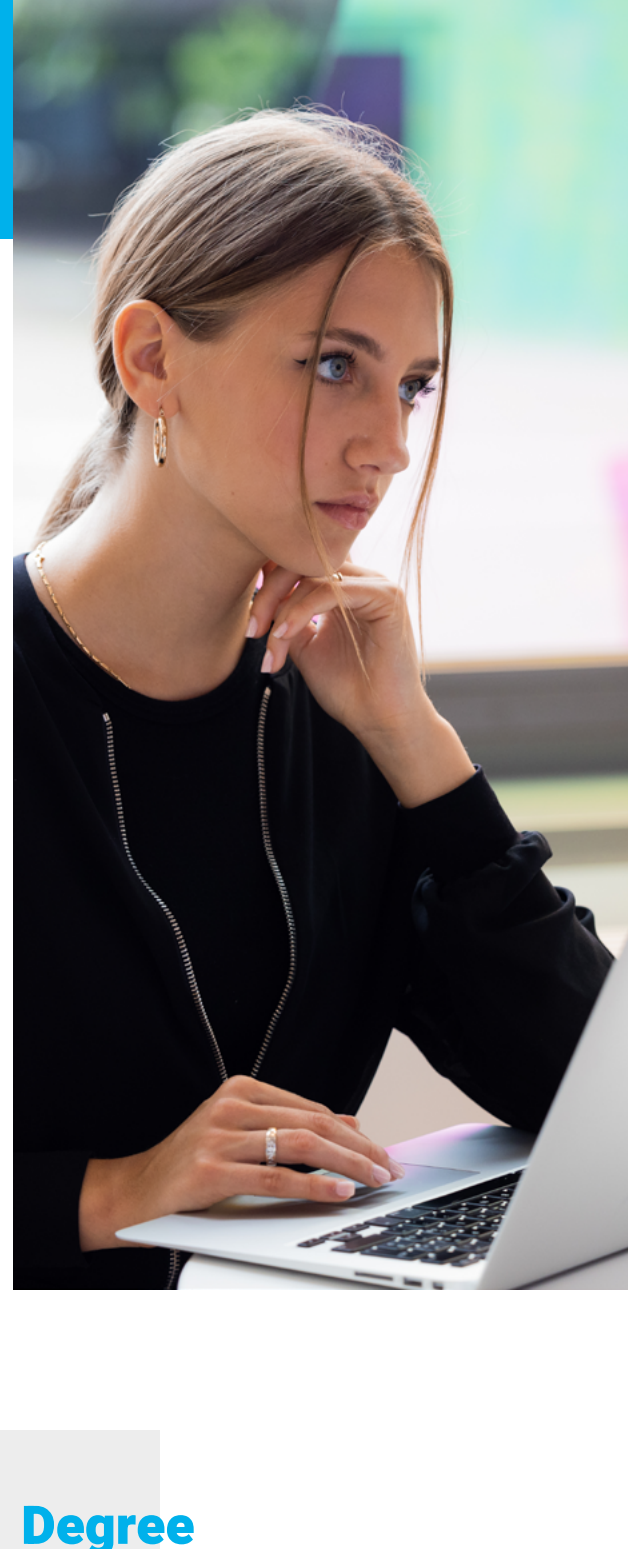
Founded in Milan in 1968, Università IULM is a highly specialised education and research centre for Communication Studies.

The ultramodern IULM campus is just a 10-minute subway ride from Milan's vibrant city centre.

www.iulm.com

About the course

Marketing today involves being present in the mind and life of the consumer with your brand, offering experiences and opportunities for interaction with your products through physical and digital sales networks, and fostering relationships and online conversations with your customers. The Master's Degree Course in Marketing, Consumer Behaviour and Communication equips students with the skills to achieve all this in a modern, professional, and effective manner. It also enables them to acquire the knowledge and practical expertise required for marketing and corporate, brand and product communication. Upon completing the program, students will be able to utilize both "classic" and digital media, as well as above-the-line and below-the-line strategies, in an integrated way.



Career opportunities

The training course focuses on the tools and methods of analysis that allow industrial, distribution and service companies to optimize their marketing and communication levers and the positioning of their products in the market, at the point of sale and on the web. Such knowledge, deepened with reference to the national and international dynamics related to trade and communication, together with the pertinent legal apparatus, will allow to acquire specific tools for a highly professional management of marketing and communication in three strategic areas, that of brand creation and management, that of its positioning in sales networks, whether owned and third parties, and in the web and digital media.

The training is completed through:

- > a professionalized fieldwork lasting about six weeks during which work groups coordinated by a fieldwork head, a tutor and a partner company, are confronted with briefs on real problems of the partner companies of the training course.
- > an internship of at least three months at a company in/of reference and/or through a coordinated research activity at a research institute of the University

Degree programme

Year 1

Advanced Marketing	6
Digital and Retail Marketing	9
Consumer and Society	9
Data Analysis	9
Strategic Management	9
Competitive Analysis	9
Market and Consumer Behaviour Studies	6

Year 2

Omnichannel Management	6
Consumer Engagement and Digital Market Relations	9
Data Protection and Trademark Law	6
Business Communication Skills	6

Elective Courses	6
------------------	---

Business technologies and Innovation management for Startups	6
Competitive positioning and Branding new products	6
Digital Markets	6
Management of Design	6
Retail & Branded Places Design	6

Field Project/Internship	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 (level B2) 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 competences.

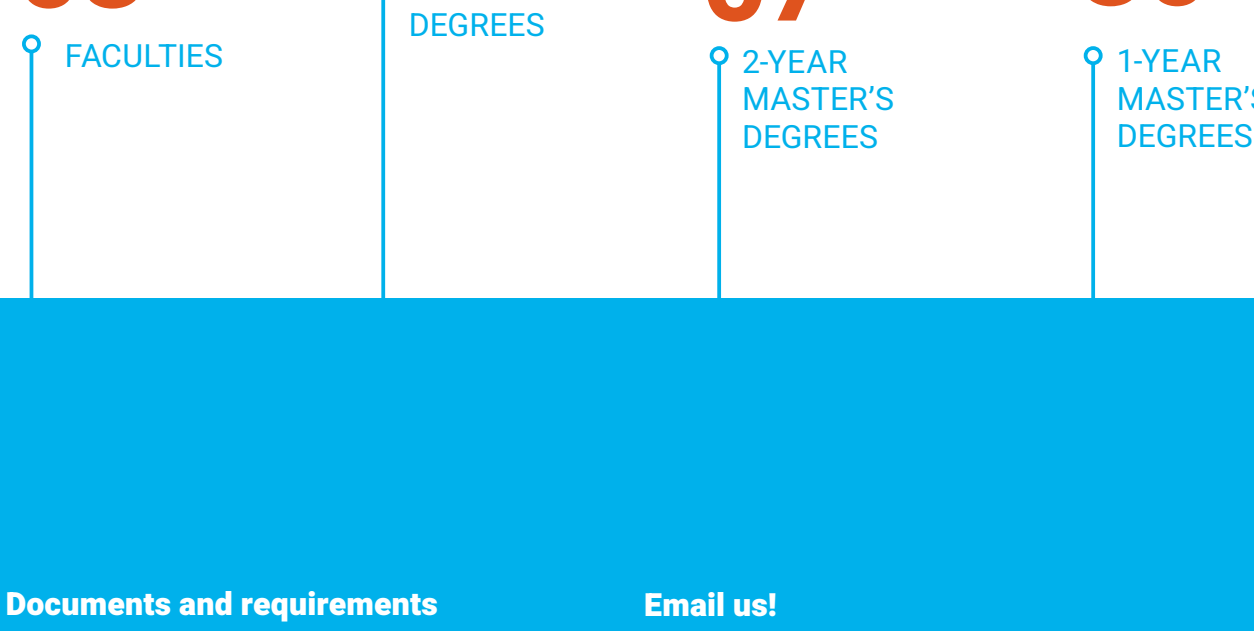
Teaching methods

The teaching methods are highly practical and focus on world applications, leveraging projects developed in collaboration with organisations to facilitate group activities and case study discussions.

- > Projects
- > Problem Solving
- > Case Studies
- > Group Works

Tuition fees

Tuition fees for international students are € 9,956 per year. Scholarship opportunities and tuition reductions are available for qualified students.



Documents and requirements

If you are a European citizen, or a non-EU resident in Italy, you do not need a student visa. If you are not from the EU, you need a student visa. IULM Admissions will support you throughout the visa application process. For further information and case-by-case support, please contact the IULM Admissions Office.

Email us!

Send an email to admission@iulm.it and we will be glad to provide you with all the information and support you may need. If you wish to apply for any of our programmes, you can do so through apply.iulm.it

Admissions Office
 t +39 02 89 141 2818
 e-mail admission@iulm.it

Università IULM
 Via Carlo Bo 1, 20143 Milan (Italy)
www.iulm.com

