



FACULTY OF COMMUNICATION

MASTER S DEGREE COURSE IN MARKETING, CONSUMPTION 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 2022/2023

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 degree 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 on the Master's degree course in Strategic 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:

- **16th February 2023 for students intending to take the Final Examination in the July 2023 session**
- **31st May 2023 for students intending to take the Final Examination in the November 2023 session**
- **5th October 2023 for students intending to take the Final Examination in the April 2024 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 2018**) 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:

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- 15th June 2023 for students intending to take the Final Examination in the July 2023 session**
- 21st September 2023 for students intending to take the Final Examination in the November 2023 session**
- 15th February 2024 for students intending to take the Final Examination in the April 2024 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 Examination Board shall give a brief qualitative evaluation of the Final Examination (unsatisfactory, satisfactory, quite good, good, very good, excellent), taking into account both the evaluation of the thesis as expressed by the supervisor and the co-supervisor, and the presentation of the thesis by the student. This evaluation gives the right to the acquisition of the required CFU credits. In the event of a negative evaluation, the student is required to repeat the Final Examination.

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. Evaluation criteria for the final examination and final grade

Without affecting the responsibility and decision-making autonomy of the Examination Committee, the Faculty Council - as the teaching structure with coordinating tasks - decides on the following scoring scheme for the dissertation:

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 which provide for the recognition of credits (Erasmus, Study Abroad, Exchange Programme, Summer session, etc): 1 point
- Currently on a degree course*: 1 point
- Number of distinctions (exams passed con lode)**: 1 point for at least 2 distinctions
- Unpaid and paid participation for no less than 12 months on University Boards and/or Quality Assurance Committees: Joint Teacher-student Commissions; Quality Assurance Groups of study programmes; Representatives elected by the students in the Academic Senate, the Board of Governors, the Faculty, the



Committee of Quality Assurance; Evaluation Unit (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 (as per the Regulations): 1 point (awarded at the discretion of the Committee - resolution of the Academic Senate of 16 March 2022)

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**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 the thesis by the Print Centre

Printed copies of the thesis will be handed in on the day of the discussion (i.e. not to be collected days before the discussion); 4 hardcover copies and 1 soft-cover copy will be provided to the Committee.

The Faculty Dean
Prof. Luca Barbarito

Milan, 14th November 2022
(rev. 8th May 2023)