MASTER'S DEGREE COURSE IN STRATEGIC COMMUNICATION

MASTER'S DEGREE COURSE IN MARKETING, CONSUMER BEHAVIOUR AND COMMUNICATION

PROCEDURES FOR ASSESSING AND ACQUIRING LEVELS OF LANGUAGE PROFICIENCY IN ITALIAN

ACADEMIC YEAR 2026/2027

For the LM-59 Class of Master's Degrees in COMMUNICATION, BUSINESS AND ADVERTISING SCIENCE among the stated educational objectives, Ministerial Decree 1649/2023 stipulates that *'In addition to Italian, graduates in the courses of the class must be able to use at least one foreign language fluently, in written and oral form, also with regard to disciplinary lexes'.*

Based on this premise, the procedures for ascertaining prior knowledge of the Italian language or, alternatively, for obtaining eligibility following attendance on an Italian language course and passing the related examination are set out below.

The following options are possible for the granting of eligibility:

1. possession of **language certification to at least CEFR level B1** provided it was obtained after 1st January 2024;
2. possession of a **secondary school qualification/university degree** obtained in Italy or abroad from an Italian educational establishment or an institution following the Italian educational system.

The possession of these qualifications must be communicated to the Registrar's Office when registering for the admission test.

Possession of the requirements listed in points 1 and 2 does not in itself give rise to any exemption or other benefit, but only allows students to satisfy the requirements of the qualifying educational objectives of the Class of Master's Degrees LM-59 regarding the knowledge of the Italian language. In particular, students in possession of one or more of the requirements referred to in points 1 and 2 will not be able to use them to apply for exemption from taking any of the exams (either compulsory or optional) included in the study plan.

Enrolled students who do not meet the requirements set out in points 1 and 2 will be asked to declare their level of knowledge of Italian when registering for the admission test. Those who declare a level higher than "beginner" will have to take a test to ascertain their level of proficiency in Italian in **September 2026** (before the start of teaching activities):

- if the level ascertained is at least B1, students will automatically be granted the required eligibility;
- if the level is lower than B1 but not that of an absolute beginner (approximately level A2), students may attend the extracurricular course in **Italian Language and Culture** from the first year (academic year 2026/2027), at the end of which they will be able to sit the exam to obtain eligibility. This exam may also be taken by those not attending the course, who have decided to prepare independently. **The final examination of the course in Italian Language and Culture will only result in a pass mark (without a grade or the acquisition of CFUs).**

- if the level is that of an absolute beginner, the student may attend the extracurricular course in **Italian Language for Beginners** in the first year and follow the extracurricular course in **Italian Language and Culture** in the second year (academic year 2027/2028).

Eligibility must in any case be obtained by the date of submission of the degree application; alternatively, a certificate of proficiency in Italian to at least level B1 may be submitted by the same date.

Milan, 13 October 2025