



FACULTY OF COMMUNICATION, PUBLIC RELATIONS AND ADVERTISING

MASTER'S DEGREE COURSE IN *MARKETING AND COMMUNICATIONS*
MASTER'S DEGREE COURSE IN *CONSUMER AND TRADE MARKETING*
MASTER'S DEGREE COURSE IN *BRAND, FASHION AND DESIGN: STRATEGIES AND COMMUNICATION*
MASTER'S DEGREE COURSE IN *TELEVISION, CINEMA AND NEW MEDIA*
MASTER'S DEGREE COURSE IN *STRATEGIC COMMUNICATION*

ORGANISATION AND EVALUATION PROCEDURES FOR THE FINAL EXAMINATION FOR MASTER'S DEGREE COURSES – ACADEMIC YEAR 2019/2020

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.

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

Subsequent to the request presented by students at the beginning 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, the title of the Master's thesis is assigned by a Professor (the "Supervisor") officially teaching a course included in the candidate's Study Plan. The form for registering the title is available on the personal online page in the section "Laurea > *Conseguimento titolo*". On the form students must specify if they intend to carry out an internship or workshop as a compulsory activity prior to admission to the Final Examination.

After printing out the form, students are required to have it signed by their supervisor and must hand it in to the Students Office in accordance with the following deadlines:

- **20th January 2020 for students intending to take the Final Examination in the July 2020 session**
- **11th May for students intending to take the Final Examination in the November 2020 session**
- **11th September 2020 for students intending to take the Final Examination in the March 2021 session**

The Professor assigning the title 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.

3. Admission to the Final Examination

Students who have received approval of the title and who have acquired (or expect to acquire) all the ECTS/CFU credits required in accordance with the teaching programme for their Study Plan, must present their application for admission to the Final Examination ("degree application") at least two months before the start of 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 printing it out, students are required to have it signed by their supervisor and must hand it in to the Students Office, together with proof of completion of the AlmaLaurea questionnaire, a €16 revenue stamp, the receipt for payment of the graduation fee, and certification of completion of their internship/workshop module, in accordance with the following deadlines:



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- 29th May 2020 for students intending to take the Final Examination in the July 2020 session
- 18th September for students intending to take the Final Examination in the November 2020 session
- 5th February for students intending to take the Final Examination in the March 2021 session

The Examination Boards for the Final Examination and for awarding the degree are appointed by the Head of Faculty. The Examination Boards are chaired by the Head of Faculty 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:

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

- *unsatisfactory (insufficiente): the student must repeat the Final Examination*
- *satisfactory (sufficiente): 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:

- *at least 4 'distinctions': 1 point*
- *experience abroad: 1 point*
- *unpaid participation on University Boards and Committees: 1 point*

In any case candidates may not be awarded more than 1 point in total.

A maximum of 7 points may be awarded. The Examination Board may, if all members unanimously agree, award the degree *cum laude*.

The Faculty Board may also assign **negative scores** as specified below:

- *presence of disciplinary measures: up to 2 points less;*
- *suspension of examinations as a result of irregularities: up to 2 points less.*

**Head of Faculty
Prof. Luca Pellegrini**

Milan, 13th November 2019