



**STRATEGIC COMMUNICATION  
APPLICATIONS FOR DOUBLE DEGREE PROGRAM  
ACADEMIC YEAR 2020-2021**

**CALL FOR THE DOUBLE DEGREE in cooperation with  
Cardiff Metropolitan University**

The students of the MSc in Strategic Communication can attend two semesters at the School of Management of the Cardiff Metropolitan University, obtaining, after passing 55 CFU/ECTS (110 UK credits), a Master's Degree in International Business Management and attain a "Merit and Distinction" assessment. Not achieving the expected credits would result in receiving a lower qualification, ie a Certificate. In this case, it is necessary to have gained at least 30 CFU/ECTS (60 UK credits).

Those who will complete their credits getting a full Master's Degree, in November 2020 will be required to discuss the results of a research project/work in a dissertation defense session in Cardiff (or remotely) according to the modalities that shall be indicated. The ones who do not succeed will be asked to produce and discuss the final dissertation at IULM.

The university credits earned at CMU can be transferred and recognized into the student's academic career according to the correspondence established by the Coordinator of the Master's Degree.

Any student who is regularly enrolled in the first year of IULM's Master of Strategic Communication can apply.

Semester's start: January 2021

**Requirements:**

- IELTS language certificate with an average score of 6.0. (or its equivalent).

**Ranking criteria**

A ranking of candidates will be determined based on the student's GPA and the number of credits acquired at the end of the second 2020 exam session. If two or more candidates have the same score, the tie-breaker will be the final undergraduate mark/grade.

Deadline for submission of application: **July 13<sup>th</sup> 2020**

- *Places available: 15*
- *Tuition Fees to be paid directly to Cardiff Metropolitan University: 5.500 £\**

\* ESTABLISHED COST FOR THE A.Y. 2019/2020



## **CALL FOR THE DOUBLE DEGREE in cooperation with the University of Huddersfield**

Qualification: **Postgraduate Certificate in Marketing Communication**

The students of the MSc in **Strategic Communication** can attend one semester at the University of Huddersfield, obtaining, after passing 30 CFU/ECTS (60 UK credits), a Postgraduate Certificate in Marketing communication.

Semester's start: January 2021

Any student who is regularly enrolled in the first year of IULM's Master of Strategic Communication can apply.

### **Requirements:**

- IELTS language certificate with an average score of 6.0. (or its equivalent).
- Students with an Honours degree in Business/Marketing with a minimum score of 88/110. This is a prerequisite. The University of Huddersfield may consider different Bachelors, but admission is not guaranteed.
- the applicant must meet the defined entry criteria of UoH in order to be considered. The University of Huddersfield is in charge of the final decision.

### **Ranking criteria**

A ranking of candidates will be determined based on the student's GPA and the number of credits acquired at the end of the second 2020 exam session. If two or more candidates have the same score, the tie-breaker will be the final undergraduate mark/grade.

Deadline for submission of application: **July 13<sup>th</sup> 2020**

- *Places available: 20*
- *Tuition Fees: cost for two modules £ 2,834*

\* ESTABLISHED COST FOR THE A.Y. 2019/2020

\*\*\*

### **INSURANCE COVERAGE**

All students participating in mobility programmes are covered by IULM's accident insurance during the normal course of academic activities carried out at host universities. If the host university or national legislation in the host country should require additional forms of insurance, it shall be the student's responsibility to take the appropriate measures. Students studying in EU countries must have their European Health Insurance Card with them.

Moreover, IULM University has an agreement on Health Insurance for students' mobility with AON, that offers full coverage.

Info and costs: <https://www.aonstudentinsurance.com/students/en/>

### **APPLICATION FORM**

Students wishing to apply must send the online application form published on the Community IULM > CATEGORIE DI CORSO > FORMAZIONE, SERVIZI, OPPORTUNITÀ > MOBILITÀ INTERNAZIONALE between **10.06.2020 and 13.07.2020**



**IMPORTANT:** Universities cannot guarantee regular attendance due to the emergency situation caused by Coronavirus. Lectures could be delivered on campus, in a blended format, online or be cancelled as well.

**APPROVED BY RECTORAL DECREE**