



Bachelor's degree in

# Corporate Communication & Public Relations

Dual degree



## 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.

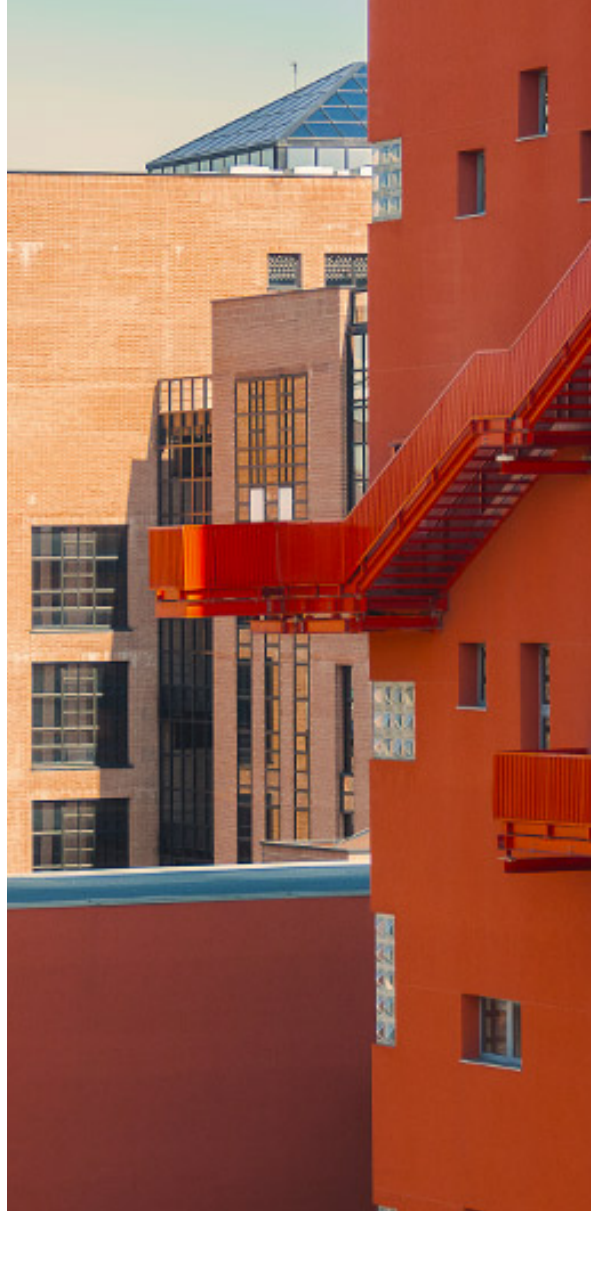
[www.iulm.com](http://www.iulm.com)

## About the course

Università IULM has been training corporate communication professionals for more than 30 years. The Bachelor's Degree in Corporate Communication and Public Relations focuses on a variety of skills: it looks at how businesses are organised and run by studying management, marketing and business law; it examines social and market dynamics with courses on sociology, consumer psychology and market analysis; it teaches students how to converse with the media, influencers and public opinion by providing them with top-level training in communication and public relations. In addition, the programme helps students develop the digital skills needed in today's media environment:

- › English and foreign language proficiency
- › Cross cultural skills
- › Personal communication skills such as professional writing

The programme is offered both in English and Italian.



## International partnerships and study abroad opportunities

The programme offers a **dual degree** (Honours Bachelor's Degree in Marketing) in cooperation with the Dublin Business School. Further study abroad opportunities are offered at our partner universities, which include **ISCOM Paris, Arnhem Business School, Hanze University Groningen, Université Catholique de Lille, ESIC Business and Marketing School Valencia, Universidad Complutense de Madrid, University of the Sunshine Coast (Australia), University of California San Diego (USA).**

## Career opportunities

Graduates in Corporate Communication and Public Relations can expect to work in private companies or public organisations in the field of marketing or corporate communication, as well as in agencies specialised in communication services (advertising, PR, events, digital marketing and social media management). Graduates will be able to take on different roles such as:

- › Junior Marketing Manager
- › Junior Product and Brand Manager
- › Corporate Communication Specialist
- › Social Media Specialist
- › Junior Digital Strategist
- › Junior Media Planner
- › Junior Events Manager
- › Junior Sales Account
- › Junior Account

The University stands as a meeting point between higher education and business.



## Degree programme

### Year 1

Advertising	6
Corporate Communication	9
Information Systems and Digital Trends	9
Management	9
Sociology of Consumption and Corporate Culture	6
Semiotics	6
Sociology of Media	9
Professional English III	6

### Year 2

Consumer Psychology and Neuromarketing	6
Marketing	9
Social Change in the Digital Age	9
Statistics and Market Research	9
Professional Writing (workshop)	6
French/Spanish/German/Russian/Chinese/Italian language and culture	6
Professional English IV	6
Elective Courses	6

### Year 3

Communication Management in Public Sector (workshop)	6
Creativity (workshop)	9
Economics	9
Introduction to Public and Private Law	6
Organizational Theories & HR Management	6
Public Relations (workshop)	6
Professional English: Public Speaking	6
Elective Courses	6

Graduation Project	6
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## Admission requirements

- › High school diploma obtained after at least 12 years of schooling.
- › English proficiency (level B2) is required, e.g. IELTS 5.5-6.5, TOEFL iBT 87-109 or IULM online testing.

Students will be admitted based on admission test scores and high school grades.

## Teaching methods and faculty

Coursework is based on a strong mix of lectures, case studies, workshops and

seminars. The faculty is made up of scholars as well as communication professionals.

## Tuition fees and financial aid

Tuition fees for international students are € 8,556 per year.

Scholarship opportunities and reductions in tuition fees are available for qualified students.

03 FACULTIES

07 BACHELOR'S DEGREES

07 2-YEAR MASTER'S DEGREES

30+ 1-YEAR MASTER'S DEGREES

### 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](mailto: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](http://apply.iulm.it)

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