



**IULM University  
Faculty of Communication**

**Course of study in *Comunicazione d'impresa e relazioni pubbliche*  
Class of degree: L-20 Communication science  
Name of course in English: Corporate Communication and Public Relations**

**ACADEMIC REGULATIONS FOR THE COURSE OF STUDY  
FOR THE COHORT ENROLLED IN THE ACADEMIC YEAR 2022/2023**

**Presentation**

The course of study in Corporate Communication and Public Relations trains professionals capable of managing the relationship processes that public and private enterprises and organisations maintain with their stakeholders to increase visibility and strengthen reputation, create and manage brands, maintain valuable customer relationships and support sales.

Graduates work in all areas of communication: marketing, corporate and institutional communication, business and internal communication. They are able to use all communication tools, from advertising to unconventional communication, events and social media, which are necessary to interact with customers, business and industry partners, institutions, public decision-makers, local communities, citizens, journalists, the media, and influencers. They are also able to develop communication plans and strategies and evaluate their results.

The degree course provides complex skill sets: regarding business management, marketing, organisation and law to understand how companies operate; regarding sociology, psychology and consumer analysis to understand social and market dynamics; regarding business communication to be able to interact with the media, influencers and public opinion.

The course is divided into two curricula: one in Italian and one in English, which are identical in their objectives and training content.

Particular attention is paid to the development of digital skills needed in today's media environment, proficiency in foreign languages and intercultural skills to deal with the globalisation of communication processes, as well as personal communication skills such as professional writing.

Lessons are based on a high degree of integration between lectures, discussions of business cases, exercises and workshops. Teaching is carried out by university professors and professionals from companies and communication agencies.

Complex skill sets, requiring not only an understanding of the mechanisms that govern communication, but also those that govern the lives of the companies that generate it, the individuals who receive it, and the economic and social context within which it takes on meaning.

The course of study is spread over three years. Students graduate after passing all the course examinations, as well as the final examination, for a total of 180 CFUs (university credits).

**Specific learning objectives and description of learning paths**

The course of study in Corporate Communication and Public Relations, in the Communication Science degree class, aims to provide graduates with expertise in the management of corporate communication processes, a professional field that integrates a wide range of disciplinary specialisations. Graduates are given training in the models, strategies, processes and tools used by businesses and public and non-profit organisations.



Sound theoretical and conceptual knowledge combined with vocational teaching methods that allow the consolidation of transversal competences, enable graduates to be ready both for entry into the world of work in junior positions, and for the continuation of their studies in master's degree programmes.

### *Course description*

In the first year, students acquire the basic knowledge needed to understand the dynamics of the media, digital trends and the evolution of the consumer, to be able to consciously fit into a business context and to understand the communication processes between the company, its stakeholders in general and consumers in particular.

The second year focuses on learning the skills that will allow students to analyse the market (statistics and market research) and to define market management strategies (marketing). Skills for interpreting changing societal trends and the impact of technologies are also developed, as well as skills for interpreting and interacting with consumers through knowledge of neuromarketing. Communication skills are reinforced through a professional writing workshop.

The third year is professionally oriented and is divided into thematic workshops on public relations, creativity and public communication. It also provides for the consolidation of economic-managerial skills with an in-depth study of the dynamics of organisational systems and the framework of public and private law.

Over the course of the three years, students acquire increasing proficiency in English and a second foreign language. The second foreign language must be Italian for foreign students enrolled in the course held in English who do not have a certified level of proficiency in Italian equal to or higher than CEFR level B2. For the course held in Italian, by the end of the course students will have a level of proficiency in English equivalent to CEFR level B2. For the course in English, students enrol with a level of proficiency in English equivalent to CEFR level B2 and will attain a level of proficiency equivalent to CEFR level C1 by the end of the course.

In the second and third year, students include in their study plan three elective courses chosen from the wide range on offer. In order to support the student's ability to interact in international professional contexts, a substantial number of the elective courses are taught in English.

At the end of the course of study, students write their final dissertation, i.e. an individual piece of written work on a topic related to one of the subjects included in the study plan, under the supervision of a teacher.

### **Expected learning outcomes as expressed using European descriptors for qualifications**

#### ***Knowledge and understanding***

The degree course provides its graduates with knowledge in the disciplines required to manage corporate communication processes. The economic-managerial skills acquired will enable graduates to enter a business environment; skills in sociology and psychology will enable them to understand and empathise with consumers and other relevant stakeholders; communication-specific skills will enable them to relate to stakeholders in general, as well as to the media system and to operators offering specialised communication services.

In addition, a mastery of English and intermediate proficiency in a second foreign language, as well as the acquisition of an effective use of Italian for students admitted to the course taught in English with a level of proficiency below CEFR B2, will allow graduates to operate in increasingly international professional environments.

#### ***Applying knowledge and understanding***

Ability to apply knowledge and understanding in the field of managing communication processes and relations between the company and its stakeholders.

This knowledge will be applied to the design and management of tools and initiatives for communication, public relations and advertising campaigns, both in traditional and in digital and social contexts, with reference both to private and public companies, non-profit organisations and institutions.



### ***Making judgements***

The ability to select, analyse and critically interpret data and information on issues relating to corporate communication and its various areas of specialisation, with the aim of developing personal judgements based on awareness. This is achieved through the fostering of autonomous skills in the collection, analysis and interpretation of data, and the use of workshops and exercises in the subjects that develop the specific knowledge of the degree course.

### ***Communication skills***

Training in the field of business communication requires students to develop personal skills in expressing content and managing relationships with a view to dialogue and mutual understanding. These skills include professional writing and in particular the mastery of business writing genres and social media applications; the construction of multimedia messages with the combined use of words, images, graphics, and sounds; public speaking and communication in small groups.

Communication skills will be developed by attending workshops and carrying out exercises and group work that will enable students to learn how to transfer their knowledge and ideas to others, including non-specialists.

These skills will be developed in Italian and English, as well as in a second foreign language.

### ***Learning skills***

Students will develop the independent learning skills that are indispensable both for accessing second-level training courses and for carrying out a process of continuously bringing themselves up to date in the field of the communication professions, a field that continues to undergo continuous and rapid change.

The development of the ability to learn will be achieved within the curricular courses through specific teaching and assessment methods that stimulate students to become aware that learning a body of knowledge is a prerequisite for developing the ability to continue to learn independently and continuously in that same field.

The development of the capacity for independent learning constitutes the specific objective of the final examination, which is both a means of verifying the knowledge acquired by students and the first opportunity to employ it in the production of new knowledge.

### **Employment and professional opportunities**

The main professional fields for graduates in Corporate Communication and Public Relations are the areas of marketing communications, and corporate and institutional communication, which are already present and becoming increasingly more relevant in all companies, both large and small, and also increasingly in non-profit organisations; as well as in the sector comprising companies that offer specialised communication services

#### **The course prepares graduates to become:**

- Professionals operating in marketing communications
- Professionals operating in companies offering specialised communication services
- Professionals operating in corporate communication

### **Regulations for admission**

All information can be found on the University website using the following [link](#).



## Organisation of the Degree Course

The Study Plan for the Degree Course in Business Communication and Public Relations is structured into a three-year course, during which students are required to acquire 180 CFUs (university credits) and includes core training activities and workshops, optional training activities and the final examination.

A university credit (CFU) is the unit of measurement of the work required of a student for each activity carried out in order to obtain a university degree.

One year's work conventionally corresponds to approximately 60 credits. For example, for the typical training activity, which is a lecture course followed by an examination that assesses the quality and quantity of learning, the work carried out by the student will naturally consist of the hours of lectures and supplementary teaching required by the lecture course, to which must be added the hours of personal study, or of non-formalised individual commitment. Credits are acquired by passing examinations or through other forms of assessing learning.

To obtain the degree, students must acquire 180 credits by passing the examinations and satisfying the eligibility requirements set out in the Study Plan in the following areas:

1. compulsory core activities and workshops;
2. optional activities chosen by the student;
3. the final exam (graduation project).

The degree course is structured in two curricula which provide for the awarding of university credits.

### Curriculum in Italian

#### Study Plan

#### 1st YEAR

COMPULSORY CORE SUBJECTS	SCIENTIFIC-DISCIPLINARY SECTOR	CFU/ECTS CREDITS
Comunicazione d'impresa	SECS-P/08	9
Economia aziendale	SECS-P/07	9
Linguaggi della pubblicità	L-ART/06	6
Semiotica	M-FIL/05	6
Sistemi informativi e trend digitali	INF/01	6
Sociologia dei consumi e cultura d'impresa	SPS/09	6
Sociologia dei media	SPS/08	9
Professional English I	L-LIN/12	6

#### 2nd YEAR

COMPULSORY CORE SUBJECTS	SCIENTIFIC-DISCIPLINARY SECTOR	CFU/ECTS CREDITS
Psicologia dei consumi e neuromarketing	M-PSI/06	6
Laboratorio di scrittura professionale	L-FIL-LET-10	6



Marketing	SECS-P/08	9
Sociologia del cambiamento nell'era digitale	SPS/07	9
Statistica e ricerche di mercato	SECS-S/03	9
Professional English II	L-LIN/12	6
Lingua e cultura seconda lingua straniera	L-LIN/04 L-LIN/07 L-LIN/14 L-LIN/21 L-OR/21	6
<b>ELECTIVE COURSES</b>		<b>12</b>

### 3rd YEAR

COMPULSORY CORE SUBJECTS	SCIENTIFIC-DISCIPLINARY SECTOR	CFU/ECTS CREDITS
Economia politica	SECS-P/01	9
Istituzioni di diritto pubblico e privato	IUS/01	6
Laboratorio di Comunicazione pubblica	SECS-P/08	6
Laboratorio di Relazioni pubbliche	SECS-P/08	6
Organizzazione d'impresa e gestione delle risorse umane	SECS-P/10	6
Laboratorio di creatività <i>Uno a scelta tra: Creatività e progettazione Tecniche di creatività pubblicitaria</i>	ICAR/13	9
Professional English III	L-LIN/12	6
<b>ELECTIVE COURSES</b>		<b>6</b>
<b>FINAL EXAM/GRADUATION PROJECT</b>		<b>6</b>

### Curriculum in English

#### 1st YEAR

COMPULSORY CORE SUBJECTS	SCIENTIFIC DISCIPLINARY	CFU/ECTS CREDITS
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	SECTOR	
<b>Corporate Communication</b>	SECS-P/08	9
<b>Management</b>	SECS-P/07	9
<b>Advertising</b>	L-ART/06	6
<b>Semiotics</b>	M-FIL/05	6
<b>Information Systems and Digital Trends</b>	INF/01	6
<b>Sociology of Consumption and Corporate Culture</b>	SPS/09	6
<b>Sociology of Media</b>	SPS/08	9
<b>Professional English III</b>	L-LIN/12	6

### 2nd YEAR

COMPULSORY CORE SUBJECTS	SCIENTIFIC DISCIPLINARY SECTOR	CFU/ECTS CREDITS
<b>Consumer Psychology and Neuromarketing</b>	M-PSI/06	6
<b>Professional Writing (workshop)</b>	L-LIN/10	6
<b>Marketing</b>	SECS-P/08	9
<b>Social Change in the Digital Age</b>	SPS/07	9
<b>Statistics and Market Research</b>	SECS-S/03	9
<b>Professional Writing (workshop)</b>	L-LIN/10	6
<b>French/Spanish/German/Russian/Chinese/Italian* language and culture</b> * Mandatory for non-native-speaking Italian students who do not possess CEFR level B2 in Italian.	L-LIN/04 L-LIN/07 L-LIN/14 L-LIN/21 L-OR/21 L-FIL-LET/12	6

<b>ELECTIVE COURSES</b>		12
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### 3rd YEAR

COMPULSORY CORE SUBJECTS	SCIENTIFIC DISCIPLINARY SECTOR	CFU/ECTS CREDITS
<b>Economics</b>	SECS-P/01	9
<b>Introduction to Public and Private law</b>	IUS/01	6
<b>Communication Management in Public Sector (workshop)</b>	SECS-P/08	6
<b>Public Relations (workshop)</b>	SECS-P/08	6
<b>Organization Theories &amp; HR Management</b>	SECS-P/10	6
<b>Creativity workshop</b> <i>A choice between:</i> Creativity and design Creativity and advertising	ICAR/13	9



<b>Public Speaking</b>	<b>L-LIN/12</b>	<b>6</b>
<b>ELECTIVE COURSES</b>		<b>6</b>
<b>FINAL EXAM/GRADUATION PROJECT</b>		<b>6</b>

<b>RECOMMENDED ELECTIVE COURSES ACTIVATED FOR ACADEMIC YEAR 2022/23</b>	<b>SCIENTIFIC DISCIPLINARY SECTOR</b>	<b>CFU/ECTS CREDITS</b>
<b>Artificial Intelligence (in English)</b>	<b>M-FIL/01</b>	<b>6</b>
<b>Attractions and experiences marketing Lab</b>	<b>SECS-P/08</b>	<b>6</b>
<b>Business strategy (in English)</b>	<b>SECS-P/07</b>	<b>6</b>
<b>Communicating in critical situations (in English)</b>	<b>L-LIN/01</b>	<b>6</b>
<b>Comunicazione sociale</b>	<b>SPS/11</b>	<b>6</b>
<b>Digital media for Marketing Communication (in English)</b>	<b>SECS-P/08</b>	<b>6</b>
<b>Dati, tendenze e società</b>	<b>SPS/07</b>	<b>6</b>
<b>Etica ed economia</b>	<b>M-FIL/03</b>	<b>6</b>
<b>Gender Studies (in English)</b>	<b>M-FIL/01</b>	<b>6</b>
<b>Gestione degli eventi aziendali e sponsorizzazioni</b>	<b>SECS-P/08</b>	<b>6</b>
<b>Globalizzazione e società</b>	<b>SPS/10</b>	<b>6</b>
<b>Laboratorio di graphic design</b>	<b>SPS/09</b>	<b>6</b>
<b>Laboratorio di public speaking</b>	<b>L-LIN/01</b>	<b>6</b>
<b>Laboratorio di scrittura per web e social media</b>	<b>L-LIN/01</b>	<b>6</b>
<b>Marketing &amp; Sales (in English)</b>	<b>SECS-P/08</b>	<b>6</b>
<b>Product innovation, consumption and marketing (in English)</b>	<b>SPS/09</b>	<b>6</b>
<b>Professional Writing Workshop - Advanced (in English)</b>	<b>L-LIN/10</b>	<b>6</b>
<b>Psicologia della comunicazione digitale al lavoro</b>	<b>M-PSI/06</b>	<b>6</b>
<b>Public Branding</b>	<b>SECS-P/08</b>	<b>6</b>
<b>Retail marketing innovation (in English)</b>	<b>SECS-P/08</b>	<b>6</b>
<b>Social Media Communication and Influencer Marketing (in English)</b>	<b>SPS/08</b>	<b>6</b>
<b>Sociologia della moda</b>	<b>SPS/08</b>	<b>6</b>

For the acquisition of the 18 CFUs of the elective courses, students will be able to make their choice from among all the elective courses offered by the University's first-level courses of study.



The approval of individual study plans is subject to examination by specific Committees, appointed for this purpose by the Boards of the educational bodies concerned, and which also provide orientation on the matter. Should the student's proposal not be considered acceptable, they have the right to be heard by the Committee.

### **Teaching methods**

Lessons are delivered in the form of lectures, which may be supplemented by tutorials, seminars and/or supplementary courses.

### **Attendance**

Although recommended, attendance is not compulsory.

### **Methods of examination**

Each course may consist of one or more courses/workshops (teaching modules). Progress may also be assessed during the course of the year and for part of the modules, in accordance with the procedures set out in each course programme or communicated by the supervisors of the courses/workshops at the beginning of the lessons, as established by the competent academic bodies. The total credits for each course are considered definitively acquired in the student's records only after the final overall assessment has been registered.

Examination and assessment procedures are regulated as follows:

1. The competent academic bodies shall regulate the examination methods in such a way as to ascertain the adequate preparation of the students enrolled in the courses of study, and with a view to providing a continuation of their school studies and to the acquisition of the credits corresponding to the courses followed. These assessments, always carried out on an individual basis, must take place under conditions which guarantee the thoroughness, objectivity and fairness of the assessment in relation to the teaching or training activity followed, and to what is explicitly required for the purposes of the test.
2. Results of the assessments may be expressed as a mark or grade (examinations) or as a simple judgement of approval or non-approval (ability tests).
3. Assessment tests and examinations may be oral and/or written, and may even be carried out using digital means, provided that this does not fully replace the tests. In the case of assessment based on written and oral tests, the result of the former cannot be preclusive of the latter. In the case of assessment based on written tests only, students have the right to request a further oral assessment. In any case, the tests, if oral, must be open to the public and students must be able to see the written test paper.
4. There are three examination sessions for each course year. It is therefore not permitted to take examinations outside these sessions or to register results of exams taken in previous periods.
5. It is not permitted to repeat an examination that has been passed and registered.
6. The final result of the examination will be expressed as a mark out of thirty, with the pass mark being at least 18/30. In addition to the maximum mark of 30/30 the Examining Board may unanimously award the mark *cum laude*.
7. If a student withdraws or has not achieved a pass mark, a note will be made in their examination record book and transcript and, without affecting the final average, this will be highlighted in the documents sent to the Degree Examination Board.

### **Organisation of teaching activities and examination sessions**

The academic calendar, lecture timetable and examination dates are published on the university website on the [degree course](#) page



Lessons are held over two semesters with the semesters in turn being divided into two cycles.

Academic Year 2022/2023:

**FIRST SEMESTER**

1st cycle  
2nd cycle

**26 September to 23 December 2022**

26 September to 5 November 2022  
14 November to 23 December 2022

**SECOND SEMESTER**

1st cycle  
2nd cycle

**13 February to 20 May 2023**

13 February to 18 March 2023  
27 March to 20 May 2023

Easter holidays: **7 to 11 April 2023**

There are **3 exam sessions**, for a total of **7 exam dates** for each course with an additional **exam session for international exchange students from 16 to 23 December 2022**:

1st session	9 January to 11 February 2023 (2 exam dates)
2nd session	22 May to 5 July 2023 (3 exam dates)
3rd session	28 August to 23 September 2023 (2 exam dates)

**There will be 3 degree examination sessions, the periods of which will be set out in the academic calendar published for each academic year.**

***Recognition of transcripts of students who have previously interrupted their studies***

Students enrolled in the Course of Study in Corporate Communication and Public Relations who have previously interrupted their studies (at IULM or at another university) may have their transcript recognised in accordance with the following criteria:

1. correspondence in terms of CFUs of the activities previously carried out by the student compared with the requirements of the Course of Study;
2. correspondence of the course programmes of the examinations passed and verification of the non-obsolence of the credits previously acquired. Only those examinations where the date of passing is not more than eight (calendar) years from the date of the request for recognition may be recognised..

***Recognition of periods of study carried out abroad***

The procedures for the recognition of training activities carried out abroad are regulated as follows::

1. IULM University encourages student exchanges with foreign universities. Every year students are provided with the necessary guidelines and information on the activities that can be carried out at foreign universities and their recognition.
2. Activities carried out abroad by students enrolled at the University, including within the framework of exchange programmes with foreign universities, are recognised as valid for the purposes of their academic records and may give rise to the acquisition of CFU credits, provided that they are carried out in compliance with the rules set out in this article and with the specific provisions of the competent teaching bodies.
3. The following may be recognised as study activities carried out abroad:
  - a) attending academic courses;
  - b) passing examinations, which may need to be completed with supplementary tests;



- c) training activities related to the preparation for the final exam for obtaining the degree, and the thesis in the case of a Master's degree course, with the possible assistance of a foreign teacher;
- d) workshops and internships, as determined by the competent teaching body.

4. The procedures for recognition are defined - by reasoned resolution - by the Faculty Council or the Council of the competent academic body.

5. The certification of completed studies shall also indicate the activity carried out abroad.

6. IULM University may adopt, subject to transnational agreements with other universities, curricula that implement the hypothesis of obtaining degrees jointly with other Italian and foreign universities..

### **Final exam**

At the end of the course, students must produce an individual written paper on a topic related to one of the subjects included in the Study Plan.

The paper may be in the form of an article, essay or case study starting from an explicitly formulated question. It may vary in length in line with the chosen format (not less than 20,000 characters) and must contain adequate bibliographical references.

In the process of writing the paper, students are assisted by a teacher who supports them in defining the topic and supervises the layout, the corresponding bibliographical and documentary research and editing.

The final paper may be written in English as long as it also includes a summary (not less than 8,000 characters) in Italian.

For the presentation of the paper in English, a request must be sent to the Registrar's Office. The request from the student must be substantiated and have the approval of the supervising teacher, who will be responsible for evaluating the overall quality of the final paper.

The presentation in English may take place only if all the teachers on the Committee agree. In case of the unfavourable opinion of even one teacher, the presentation will have to take place in Italian, the official language of the degree course.

Students graduating in *Comunicazione d'impresa e relazioni pubbliche – curriculum Corporate Communication and Public Relations* must write their paper in English. The presentation shall also be in English.

**For their presentation, students may make use of multimedia aids with content lasting no more than three minutes.**

### **[Regulations for procedures regarding presentation of final paper](#)**