



FACULTY OF COMMUNICATION

BACHELOR'S DEGREE COURSE IN *CORPORATE COMMUNICATION AND PUBLIC RELATIONS*
BACHELOR'S DEGREE COURSE IN *COMMUNICATION, MEDIA AND ADVERTISING*
BACHELOR'S DEGREE COURSE IN *PUBLIC RELATIONS AND ADVERTISING*
BACHELOR'S DEGREE COURSE IN *COMMUNICATION SCIENCES AND TECHNOLOGIES*

**ORGANISATION AND EVALUATION PROCEDURES FOR THE FINAL EXAMINATION FOR
BACHELOR'S DEGREE COURSES – ACADEMIC YEAR 2020/2021
(BACHELOR'S DEGREE COURSES Ministerial Decrees 509/99 and 270/04)**

1. Characteristics of the Final Examination

The final examination consists of a brief presentation to a Board of three professors (the Examination Board), as provided for in the Regulations for the presentation of the final dissertation, on a subject related to one of the courses included in the Study Plan, on which the student has prepared a written dissertation in the form of an article, an essay or a case study based on an explicitly formulated question. It may vary in length according to the chosen format (not less than 20,000 characters) and must contain an adequate bibliography.

For their presentation students will be allowed to use multimedia supports with content of no more than three minutes in length.

2. Assignment and registration of the subject of the Final Examination

The subject of the Final Examination (the "title") is assigned – subsequent to the request presented by students who have acquired and registered at least 90 CFU credits at the start of the final year of their course or in any case at least six months prior to the degree session during which they intend to take the Final Examination - 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*". **After agreeing on the definitive title with their Supervisor**, students may complete registration procedures through the [Online services](#), in the section "Laurea > *Conseguimento titolo*", in accordance with the following deadlines:

- **5th February 2021 for students intending to take the Final Examination in the July 2021 session**
- **13th May 2021 for students intending to take the Final Examination in the November 2021 session**
- **9th September 2021 for students intending to take the Final Examination in the March 2022 session**

3. Admission to the Final Examination

Students who have received approval of the title and who have acquired (or expect to acquire) all the CFU credits required in accordance with their Study Plan, must present their application for admission to the Final Examination ("degree application") at least two months before 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 agreeing on the registration of the degree application with their Supervisor**, students may complete registration procedures through the [Online services](#), in the section "Laurea > *Conseguimento titolo*", in accordance with the following deadlines:

- **7th June 2021 for students intending to take the Final Examination in the July 2021 session**
- **23rd September 2021 for students intending to take the Final Examination in the November 2021 session**
- **3rd February 2022 for students intending to take the Final Examination in the March 2022 session**

The registration of the degree application requires the payment of the graduation fee and the compilation of the AlmaLaurea questionnaire.

4. The Examination Board for evaluating the Final Examination, the Certifying Board for awarding the Degree and Graduation Day



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The degree examination consists of a brief presentation and discussion (open to the public but without any ceremonial characteristics) of the final dissertation in front of a Board – called the **Examination Board** - made up of three teachers, who may or may not belong to the same Faculty, in the subject area of the candidate's dissertation.

The Examination Board is appointed by the Dean and includes the candidate's thesis supervisor. At the end of the session, the Examination Board only communicates the general overall evaluation to all candidates (from unsatisfactory to excellent).

The final degree mark will be awarded at a later date by the **Certifying Board**, taking into account the evaluation expressed by the Examination Board, the degree thesis, the candidate's starting grade and further elements for evaluation based on the grid approved by the Faculty Council.

The Certifying Board consists of five Professors from the Faculty and is chaired by the Dean.

Meetings of the Certifying Board are held in private. The presence of the candidate is not permitted.

The proclamation and awarding of the parchment will take place during Graduation Day, which is organised close to the end of the graduation session, open to the public and ceremonial in nature.

During the Graduation Day, the Dean of the Faculty or a professor delegated by him will call the students individually to confer the degree and present them with the parchment.

For the Academic Year 2020/2021 the following dates have been fixed for Graduation Days:

- **23rd July 2021 for students taking the Final Examination in the July 2021 session**
- **13th November 2021 for students taking the Final Examination in the November 2021 session**
- **25th March 2022 for students taking the Final Examination in the March 2022 session**

5. Assessment criteria for Final Examination and for degree mark

Without prejudice to the responsibility and decision-making autonomy of the Examination Board, the Faculty Council - as the teaching structure with coordination functions - approves the following assessment criteria:

Points to be awarded for the dissertation:

- *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:

- *internship (provided it did not replace an optional examination): 1 point*
- *at least 2 'distinctions': 1 point (and in any case not more than one point)*
- *experience abroad (international mobility programmes which recognize CFU credits): 1 point*
- *currently on a degree course: 1 point*
- *unpaid participation on University Boards and/or Quality Assurance Committees: 1 point*
- *participation on IULM University Equal Opportunities Committee for at least 12 months: 1 point*



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In any case no more than 3 points in total may be awarded based on curriculum.

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

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

A maximum of 9 points may be awarded. The Examination Board may, if all members unanimously agree, award the degree *cum laude*.

**Dean of Faculty
Prof. Luca Pellegrini**

Milan, 28th October 2020
(Revised 18th February 2021)