MASTER'S DEGREE COURSE IN MARKETING, CONSUMER BEHAVIOUR AND COMMUNICATION

PROCEDURES FOR ASSIGNING AND ASSESSING THE CURRICULAR FIELDWORK

1. Attendance at the curricular fieldwork scheduled for the second year of the Master's Degree in Marketing, Consumption and Communication, lasting approximately 5-6 weeks, is compulsory, and the corresponding number of hours is an integral part of the credits required to obtain the degree. Justified cases of inability to attend may be assessed and approved by the Master's Degree Coordinator.

2. Class groups for each specialisation will be divided into working groups of up to 6 students.

3. Students in each specialisation will be assigned a maximum of three company briefs, which will differ for each specialisation.

4. The fieldwork will be "competitive" in nature. At the end of the work, the companies will evaluate the work produced by the working groups and create a merit ranking.

5. Fieldwork will take place:
    a. normally in the first module of the second semester of the second year, with meetings once a week (for an estimated total commitment of 40-48 hours), during the period
    b. alternatively, Fieldworks may be organised in an intensive form, in order to accommodate specific needs of companies, when these arise at different times than traditional programming
    c. Each working group must complete the project by the dates established in the schedule by the professors responsible for each workshop and produce a document/paper that will be presented and discussed in class or remotely at the end of the workshop, approximately by the end of the second cycle of the second semester.

6. The same document, or another document created ad hoc based on any instructions provided by the companies to protect the confidentiality of the content generated by the working groups, will be sent to the "client" company, which, in consultation with the teaching team, will evaluate all the projects and identify the one(s) that best meet(s) the needs expressed by the company and achieve(s) the objectives of the brief provided at the time.

7. At the end of each Fieldwork, an appropriate notification of the outcome of the competition will be given. For reasons of confidentiality, the results achieved will be communicated in accordance with the agreed-upon manner with the company.

8. The classroom groups will be managed and supported in terms of training by:
    a. Fieldwork lecturer;
    b. classroom tutor;
    c. lecturers from the master's programme whom the Fieldwork lecturer may call upon to make ad hoc interventions to recall the training content they covered in the classroom;
    d. one or more representatives from the companies that provided the briefs

9. Participation in the fieldwork will give rise to a suitability assessment, which will be formulated in the same way as that used for the thesis (unsatisfactory; sufficient; fair; good; outstanding; excellent). *Ad hoc* appeals will be scheduled for the "recording" of fieldwork results within the exam sessions. The chair of the exam committee, who will officially record the results of the fieldwork for each course, will be the Degree Programme Coordinator or their delegate. This assessment will be forwarded to the thesis committee and will contribute to the final evaluation of the thesis.