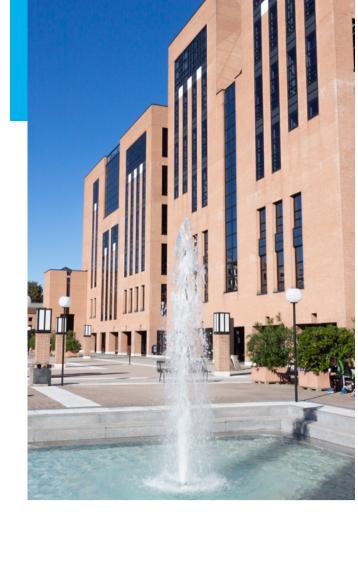


Master's degree in

Strategic Communication

Dual degree



Founded in Milan in 1968, Università IULM is a highly specialised

università

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

The Master's Degree in Strategic Communication allows students to develop

the course

About

specialised technical communication skills, as well as business management and sociological skills to operate in the field of strategic communication. The course aims to train graduates capable of undertaking professional careers in the business world, in international organisations, and in strategic and management consulting firms. The first year of the degree course is the same for all students, while in the second year there are two curricula: Corporate and Marketing Communication; Sustainability Communication.

- The faculty
- Our Faculty professors are academics and highly specialised practitioners in the main

areas of Strategic Communication with extensive international teaching experience.

Advisory Board

Degree in Strategic Communication are supported by an Advisory Board, whose members are Chief Communication Officers (CCOs) of large Italian and international companies and agencies such as: Assogestioni, Assolombarda, ASSOREL, Badenoch & Clark, Barilla, Bayer, BCRA, Brembo, Coca Cola Company, Diocesi di Milano, ENEL, ENI, FERPI, Ferrero, Humanitas, Intesa San Paolo, Ketchum, Lavazza, LGH, Mediobanca, Pirelli, Reputation Institute, Roche, Samsung, Sirti, Sisal, Snam, Vodafone, Weber Shandwick. The CCOs provide their support by presenting and discussing case studies, and offering internships and work experience to students.

The teaching activities of the Master's



Further exchange opportunities are available at the Universitè Catholique de Louvain (Belgium), Lund University (Sweden), Leeds **University** (UK), **Royal Roads University**

Cardiff Metropolitan University, and the

University of Western Australia.

in cooperation with **Huddersfield University**,

(Canada), University of Technology Sydney (Australia) among others. **Degree** programme

communication can play in different

opportunities

The Master's Degree in Strategic

techniques of communication and have a strategic vision of the role that

Communication aims to train graduates who possess solid skills in the specialised

Career

organisational contexts (companies, institutions, strategic consulting). Students may take on different roles according to two specialisation syllabuses in Corporate and Marketing Communication and in Sustainability Communication. Communication Manager, responsible for planning and coordinating corporate communication strategies. > Global Reputation Manager, responsible for developing and constantly improving

- a brand or business reputation. > Communication Specialist, responsible for the planning and coordinating of
- communication activities in specific areas.

> ESG Specialist, developing

environmentally and socially sustainable corporate governance policies and strategies.

> Fundamentals _____ > Issue and Crisis Management _____ Digital Communication Management and Al _______9

Data Analysis & Data Visualization _____ > Data Analysis for Communication _______6

Year 1

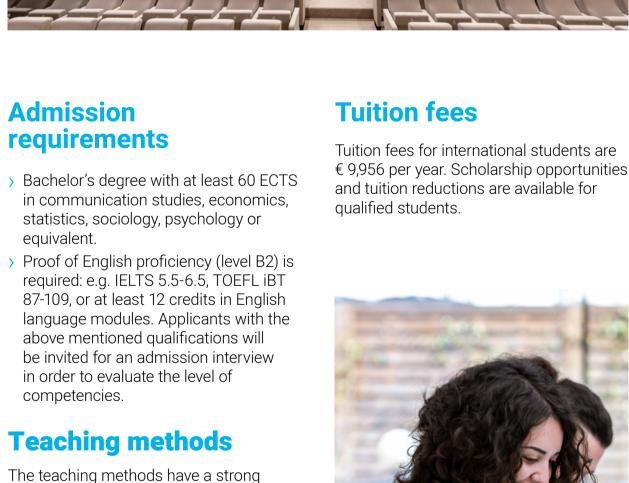
> Visual Communication and Data Visualization	6
Organizational Behaviour & Neuromanagement	6
Principles of CSR Communication	
Year 2	
Curriculum in Corporate and Marketing Communication	
Corporate Marketing and Management	
> Brand and Marketing Communication ————————————————————————————————————	6
> Social Evaluation	
Brand & Corporate Narratives	
Financial Communication and Investor Relations	
Internal Communication and Change Management	
Corporate Public Affairs	6
Curriculum in Sustainability Communication	
Sustainability Marketing and Management	
> CSR Strategy and Performance	6
> Sustainability for Marketing and Sales	
Digital Sustainability	
Sustainable HR Management	
Integrated Reporting	
Global Environment Issues and the Human Values	6
Floative Courses	6
Elective Courses	
Field Project/Internship	O
Final Dissertation	10

Strategy and Management ______ Strategic Communication ________12

> Social Media Relations Management _______6

_____6

_____12



practical orientation and are based on projects developed by organisations for group activities and discussion of case studies.

> Business Games

> Projects

> Problem Solving Case Studies > Role Playing > Group Works

FACULTIES

1-YEAR

MASTER'S

DEGREES

BACHELOR'S **DEGREES**

Email us!

2-YEAR

MASTER'S

DEGREES

Send an email to admission@iulm.it and you may need. If you wish to apply for any of our programmes, you can do so

Office.

the visa application process. For further information and case-by-case support, please contact the IULM Admissions **Admissions Office** t+39 02 89 141 2818 e-mail admission@iulm.it

Documents and requirements

resident in Italy, you do not need a

EU, you need a student visa. IULM

student visa. If you are not from the

If you are a European citizen, or a non-EU

Admissions will support you throughout

we will be glad to provide you with all the information and support

through apply.iulm.it **Università IULM**

Via Carlo Bo 1, 20143 Milan (Italy)

www.iulm.com

