course guide

academic year 2025/26

guide

**Introductory Guide
to Bachelor's and Master's
Degree Courses**

time to be you
time to be

IULM

università
iulm

University is an adventure.
It is a starting point.
It is continuous exploration.

but also

a journey

to find

your destination

Index

Contemporary learning

A comprehensive, contemporary teaching model with an international outlook to prepare future professionals for the changing.

The teaching model that prepares you for the future

The future opens itself to those who can adapt to change, and who can combine knowledge and know-how, critical-thinking skills and emotional intelligence.

For over 55 years, Università IULM's mission to combine cultural education and **professional skills**, has made it a place where academics and the job market converge.

That is precisely what makes IULM stand out, because it complements a solid academic education with practical experience, through conferences, workshops, company partnerships and real "hands-on" learning in the field.

Each of these is a unique opportunity to get in touch with leading professionals in the world of work and to develop professional capabilities, cognitive abilities and interpersonal skills.

This formula has led to excellent results over the years, considering the high employment rate for our graduates. According to the 2024 AlmaLaurea Report, 64.7%* of our students who graduated with a Bachelor's Degree have found stable employment within a year of graduation (according to ISTAT definitions).

For students graduating with a Master's Degree the employment rate within a year of graduation is 81.4% (compared to the national AlmaLaurea average of 72.6%), rising to 91.7% within five years of graduation.

1 cutting—edge facilities

Modern and functional, IULM provides only the best on-campus facilities and services to its students in order to support their education and to foster a learning experience based on collaboration, co-creation and the development of collective intelligence.

2 study options that are constantly evolving

The challenges of tomorrow require new skills every day. Teaching must evolve constantly if it wants to keep up with the speed of change.

3 the world of work at your doorstep

Thanks to constant, well-established connections with the world of work, we can provide real opportunities for job placement.

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*Figure obtained by isolating IULM graduates with a Bachelor's degree who, after graduation, never enrolled in a Master's degree course (53.3%).

IULM trains forward thinkers for today and the future

Dynamic teaching with real connections to the world of work and an eye on the future

Your future is here

The objective of Università IULM is to train professionals to face the challenges and seize the opportunities that emerge from international markets and scenarios, but also to mould the character of men and women who are aware of themselves and their worth, endowed with a sense of critical thinking and strategic vision, educated and trained in developing a sense of responsibility and capable of actively participating in the ongoing digital revolution.

IULM provides its students with a full set of cultural skills as well as solid academic knowledge: an integrated approach combining theory and practical experience that is key to successfully entering the world of work - today and in the future.

IULM graduates will be the future protagonists in the new creative industries in the fields of culture, communication and economics, perfectly capable of adapting to and managing an increasingly fast-changing world.

Contemporary Learning

A complete and contemporary teaching model, with an international vision to prepare professionals for an ever-changing world.

Academic offer

Learning is a journey – the destination is up to you.

7 Bachelor's degree courses

8 Master's degree courses

30+ university, specialist and executive Master's programmes

Comprehensive training programmes to prepare tomorrow's professionals. If you want to enter the job market right away, a 3-year Bachelor's degree will provide you with all the skills you need.

If you want to extend your knowledge, you can continue with a Master's degree, or attend a University, Specialist or Executive Master's programme.

bachelor's degree

1st level university master's

high school

the world of work

master's degree

research doctorate

2nd level university master's
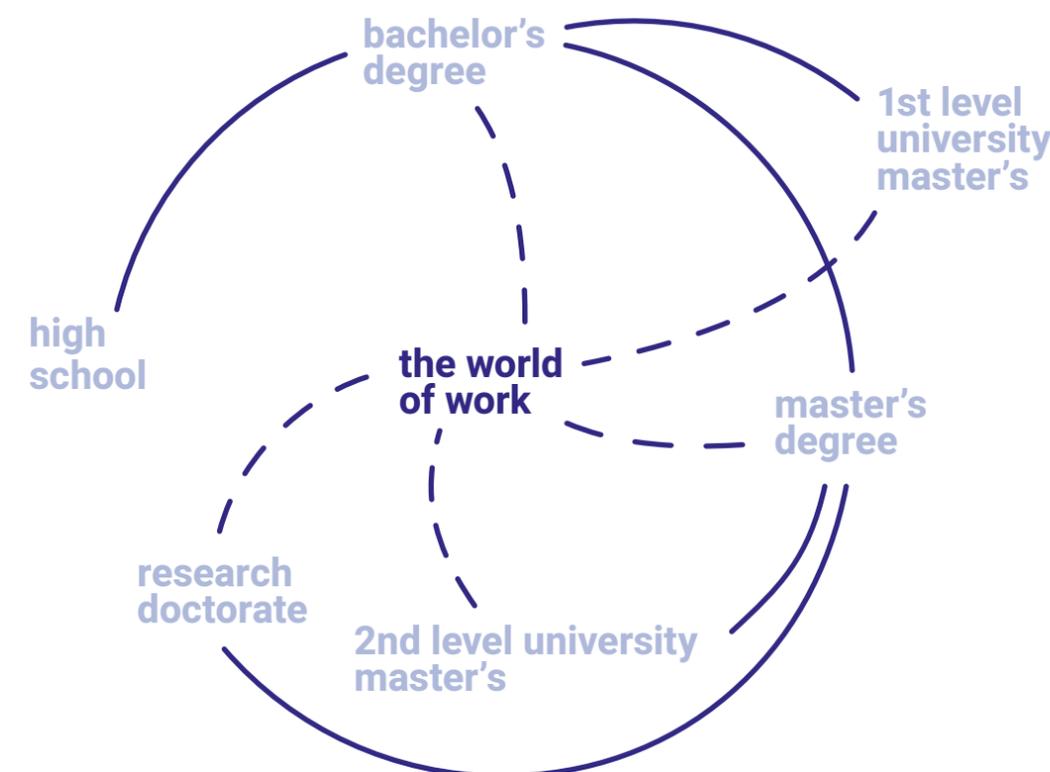
The future begins here

Discover our Bachelor's and Master's degree programmes

Faculty of Interpreting and Translation

Bachelor's Degree:
- **Mediation, Interpreting and Intercultural Communication**
  - ○ Interpreting and translation techniques
  - ○ Emerging languages and Multicultural Competencies
  - ○ Language Mediation for Marketing and Business
- **Languages, Culture and Digital Communication**

Master's Degree:
- **Traduzione, interpretariato e comunicazione digitale**
  - ○ Conference Interpreting and New Technologies
  - ○ Editorial and Media Translation - dual degree
  - ○ Digital and Intercultural Communication

Faculty of Communication

Bachelor's Degree:
- **Communication, Media and Advertising**
- **Corporate Communication and Public Relations (in Italian and English) - Dual Degree**

Master's Degree:
- **Television, Cinema and New Media - Dual Degree**
  - ○ Cinema and New Technologies
  - ○ Television and Cross Media
  - ○ New Media, Music and Digital Storytelling
- **Strategic Communication (in English) - Dual Degree**
  - ○ Corporate Communication
  - ○ Sustainability Communication
- **Marketing, Consumer Behaviour and Communication (in Italian and English)**
  - ○ Retail Management
  - ○ Brand Management
  - ○ Digital Marketing Management
- **Artificial Intelligence for Business and Society**

Faculty of Arts, Fashion and Tourism

Bachelor's Degree:
- **Arts and Cultural Events**
- **Fashion and Creative Industries**
  - ○ Fashion
  - ○ Creative Industries and Design
- **Tourism, Management and Culture**
  - ○ Tourism Communication
  - ○ Management Tourism Organization

Master's Degree:
- **Art, Valorisation Strategies and the Markets**
- **Hospitality and Tourism Management (in English) - Dual Degree**
  - ○ Sustainable Destination Management and Communication
  - ○ Digital Technologies and Data for Tourism and Creative Industries
  - ○ Hospitality and Tourism Management
- **Fashion Communication and Luxury Strategies (in inglese)**
  - ○ Global Trends
  - ○ Luxury Strategies

Bachelor's Degrees

faculty of

Interpreting and Translation

Mediation, interpreting and intercultural communication

Languages, culture and digital communication

faculty of

Communication

Communication, Media and Advertising

Corporate Communication and Public Relations ita/eng

faculty of

Arts, Fashion and Tourism

Arts and Cultural Events

Tourism, Management and Culture

Fashion and Creative Industries

Mediation, Interpreting and Intercultural Communication*

The Bachelor's Degree in Mediation, Interpreting, and Intercultural Communication is distinguished by its strong focus on foreign language learning within a professionalizing intercultural perspective.

The course

The fundamental objective of the Bachelor's degree course is to train and introduce students to the profession of the linguistic and cultural mediator, through the acquisition of skills that today are crucial for integration into the world of work in a globalised and integrated context.

The course objectives comprise:

- proficiency in at least two foreign languages and in-depth awareness of the expressive use of the Italian language;
- sound knowledge in language mediation, in step with the new technologies, new digital tools and new work areas that characterise the profession;
- sound knowledge of communication and intercultural processes;
- sound knowledge of the cultures of the languages studied and of the field of international relations.

Students must choose two foreign languages; English is compulsory while the second one is a choice between French, Spanish and German. If Emerging Languages and Multicultural Competencies is chosen, a third language will be added between Arabic, Chinese and Russian. Language teaching is workshop-based and taught in classes of a maximum of 25 students, with participative, innovative and effective teaching methods for language learning.

The course is divided into subjects that are common to all three subject areas and distinctive subjects for each of the three options:

- the Interpreting and Translation Techniques curriculum provides the linguistic and cultural mediator with specific insights into interpreting and translation techniques, as well as the IT tools required to perform the profession. In addition to honing the student's skills in language mediation processes, this curriculum also provides sound knowledge for the continuation of studies in a Master's degree programme dedicated to translation or interpreting;

- the Emerging Languages and Multicultural Skills curriculum focuses on an expanded perspective on the needs of the globalised world, with the acquisition of language skills on emerging languages (Arabic, Chinese and Russian) and an understanding of the processes of cultural anthropology in the contemporary world, providing the mediator with additional tools to interact in a multicultural environment;

- the Language Mediation for Marketing and Business curriculum focuses on the business world, providing the language mediator with skills in economics, marketing and effective communication and public speaking techniques. An in-depth study of the psychology of work will provide students with all the tools they need to deal with the relationships and forms of communication that characterise the contemporary world of work.

Career opportunities

The degree course will allow students to work in a wide range of fields that require the knowledge and use of foreign languages in a professional context, both in Italy and abroad. These include multinational corporations, the fashion industry, journalism and publishing, public institutions and cultural events.

Graduates can work as linguistic and cultural mediators in a wide range of public and private sectors and within institutions and organisations in which they will be able to fill roles for which the use of languages is required; in companies as an external relations officer or communication specialist; in the field of import and export as an executive assistant or spokesperson; within press office and media relations as a media account manager, buyer, sales specialist, international customer relations officer, specialist in international affairs.

The course will also grant access to the Master's degree course in Translation, Interpreting and Digital Communication.

recommended study plan

Curriculum: Interpreting and Translation Techniques

1st year

compulsory courses	cfu
English language and mediation, interpreting and translation techniques workshop I	12
English language communication skills I	6
English mediation, interpreting and translation workshop I	6
Second language and mediation, interpreting and translation techniques workshop I	12
Second language communication skills I	6
Second language mediation, interpreting and translation workshop I	6
English culture I	6
Culture of the second language I	6
Language sciences for mediation	12
Theory and practice of mediation, translation and interpreting	6
General linguistics	6
Italian language workshop	12
Registers and techniques of oral and written language	6
Writing workshop	6

2nd year

compulsory courses	cfu
English language and mediation, interpreting and translation techniques workshop II	12
English language communication skills II	6
English mediation, interpreting and translation workshop II	6
Second language and mediation, interpreting and translation techniques workshop II	12
Second language communication skills II	6
Second language mediation, interpreting and translation workshop II	6
English culture II	6
Linguistic variations of the English language	
Cultures of the English-speaking world	
Culture of the second language II	6
Linguistic variations of the second language	
Cultures of the French-, Spanish-, German-speaking worlds	
Translation and Artificial Intelligence	6
History of international relations	6
Simultaneous interpreting workshop I – selected language	6
IT tools for translating and interpreting workshop	6
elective courses	6

3rd year

compulsory courses	cfu
English language and mediation, interpreting and translation techniques workshop III	12
English language communication skills III	6
English mediation, interpreting and translation workshop III	6
Second language and mediation, interpreting and translation techniques workshop III	12
Second language communication skills III	6
Second language mediation, interpreting and translation workshop III	6
Intercultural processes	6
Simultaneous interpreting workshop II – selected language	6
Collaborative translation workshop	6
elective courses	6
final exam	6

The lessons of the professionalizing language workshops take place at the Carlo Bo Institute of Advanced Studies SSML, an accredited institution for language teaching in the fields of mediation, interpreting, and translation.

Curriculum: Emerging Languages and Competencies

1st year

compulsory courses	cfu
English language and mediation, interpreting and translation techniques workshop I	12
English language communication skills I	6
English mediation, interpreting and translation workshop I	6
Second language and mediation, interpreting and translation techniques workshop I	12
Second language communication skills I	6
Second language mediation, interpreting and translation workshop I	6
English culture I	6
Culture of the second language I	6
Language sciences for mediation	12
Theory and practice of mediation, translation and interpreting	6
General linguistics	6
Italian language workshop	12
Registers and techniques of oral and written language	6
Writing workshop	6

2nd year

compulsory courses	cfu
English language and mediation, interpreting and translation techniques workshop II	12
English language communication skills II	6
English mediation, interpreting and translation workshop II	6
Second language and mediation, interpreting and translation techniques workshop II	12
English language communication skills II	6
Second language mediation, interpreting and translation workshop II	6
English culture II	6
Linguistic variations of the English language	
Cultures of the English-speaking world	
Culture of the second language II	6
Linguistic variations of the second language	
Cultures of the French-, Spanish-, German-speaking worlds	
Translation and Artificial Intelligence	6
History of international relations	6
Third language workshop I (Arabic, Chinese, Russian)	6
Culture of the third language (Arabic, Chinese, Russian)	6
elective courses	6

3rd year

compulsory courses	cfu
English language and mediation, interpreting and translation techniques workshop III	12
English language communication skills III	6
English mediation, interpreting and translation workshop III	6
Second language and mediation, interpreting and translation techniques workshop III	12
Second language communication skills III	6
Second language mediation, interpreting and translation workshop III	6
Intercultural processes	6
Third language workshop II (Arabic, Chinese, Russian)	6
Cultural anthropology, multiculturalism and global citizenship	6
elective courses	6
final exam	**6**

Curriculum: Language Mediation for Marketing and Business

1st year

compulsory courses	cfu
English language and mediation, interpreting and translation techniques workshop I	12
English language communication skills I	6
English mediation, interpreting and translation workshop I	6
Second language and mediation, interpreting and translation techniques workshop I	12
Second language communication skills I	6
Second language mediation, interpreting and translation workshop I	6
English culture I	6
Culture of the second language I	6
Language sciences for mediation	12
Theory and practice of mediation, translation and interpreting	6
General linguistics	6
Italian language workshop	12
Registers and techniques of oral and written language	6
Writing workshop	6

2nd year

compulsory courses	cfu
English language and mediation, interpreting and translation techniques workshop II	12
English language communication skills II	6
English mediation, interpreting and translation workshop II	6
Second language and mediation, interpreting and translation techniques workshop II	12
Second language communication skills II	6
Second language mediation, interpreting and translation workshop II	6
English culture II	6
Linguistic variations of the English language	
Cultures of the English-speaking world	
Culture of the second language II	6
Linguistic variations of the second language	
Cultures of the French-, Spanish-, German-speaking worlds	
Translation and Artificial Intelligence	6
History of international relations	6
Economics of business and international markets	6
Psychology of communication and work	6
elective courses	6

3rd year

compulsory courses	cfu
English language and mediation, interpreting and translation techniques workshop III	12
English language communication skills III	6
English mediation, interpreting and translation workshop III	6
Second language and mediation, interpreting and translation techniques workshop III	12
Second language communication skills III	6
Second language mediation, interpreting and translation workshop III	6
Intercultural processes	6
Marketing and corporate communication	6
Public speaking and effective communication workshop	6
elective courses	6
final exam	**6**

* Revised course organisation pending Ministerial approval

Languages, Culture and Digital Communication

The course is designed in conjunction with the business world and conceived from observing the evolution that the digital shift is bringing to the production and dissemination of knowledge.

The course

Within the course, the traditional disciplines linked to humanistic culture and knowledge of foreign languages provide the indispensable basis on which digital tools designed for the transmission and communication of knowledge are built. The course trains students both in the fields of humanities and linguistics and in the fields of information technology and digital communication: the study plan includes the disciplines linked to humanistic culture, the study of foreign languages and digital design workshops that provide the skills for the use and management of the techniques and tools of digital communication.

The structure of the course has been designed with the aim of ensuring the best balance between the disciplines, and comprises lectures, workshops and laboratory work: the lectures, with a strong element of student/teacher interaction, are devoted to the teaching of cultural content in the humanistic area; the workshops will be devoted to language teaching, taught in small groups; the digital area will also be taught in workshops, enabling students to acquire theoretical knowledge and practical skills in the field of Graphic Design, the design of virtual environments (immersive and otherwise), as well as the creation, management and use of multimedia files and formats.

Close contacts with the corporate world allow research or in-depth projects to be developed in synergy with companies. The knowledge acquired will enable graduates to undertake all professional activities for which sound knowledge of foreign languages and the humanities, as well as skills in the use of digital tools, which are necessary to build the foundations of a digital culture that plays a leading role in the transformation processes that today integrate the world of industry, commerce and production. At the same time, the course will provide students with a sound basis of knowledge in order to undertake a Master's degree in Digital Humanities, in Foreign Languages and Literature, or in an area more specifically focused on Digital Communication.

Career opportunities

Graduates with a degree in Languages, Culture and Digital Communication will be able to carry out professional activities in press offices, in various sectors of industry, in publishing, in advertising agencies, in Third Sector organisations, in cultural organisations and institutions (museums, libraries and archives), and foundations.

Within these areas, they will carry out language mediation tasks and enter into the processes of production, management and communication of content in which the digital dimension is combined with the need for language skills.

recommended study plan

1st year

compulsory courses	cfu
Literature and narrative language I - English	6
Literature and narrative language I - French/ Spanish/ German	6
Philosophy of globalisation	6
Writing in Italian workshop	6
English language I	9
French/Spanish/German language I	9
Contemporary history and other languages	6
Digital Design workshop I	9
Introduction to Digital Humanities	3
Digital publishing, books and magazines	6
elective courses	**3**

2nd year

compulsory courses	cfu
Linguistics for digital communication	12
Computational linguistics	6
Reading, learning and metacognition strategies	6
Literature and narrative language II - English	6
Literature and narrative language II – French/ Spanish/ German	6
Literature and narrative language – Italian	6
English language II	9
French/Spanish/German language II	9
Digital Design workshop II	9
Digital archives and resources	3
Digital culture: digital exhibitions and cultural pathways	
elective courses	**3**

optional learning activities	cfu
Nordic languages and cultures I and II	6
Applied linguistics	3
Language, translation and publishing - Spanish	3
Digital marketing	3
Graphics, infographics and multimedia languages	6

3rd year

compulsory courses	cfu
English language III	9
French/Spanish/German III	9
Literature, narratives and digital systems	12
Literature and new narratives	6
Digital communication and society	6
Digital workshop	12
Methods, techniques and tools for digital communication	6
Multimedia storytelling workshop	6
New media communication strategies	6
elective courses	**6**
final exam	**6**

Communication, Media and Advertising

The course offers a training project capable of responding to the complexity and dynamism of the professional world of media and entertainment, which is still the leading sector in the world in terms of investments, profits and employment opportunities.

The course

Students are encouraged to develop and nurture their creative skills through an in-depth study of the languages of traditional and digital media (television, cinema, press, advertising, radio, theatre, platforms, digital and social media), while a rich and diversified series of workshops focus on the constant evolution of the market and professions.

"Knowledge" and "know-how" are the two pillars of a dynamic and stimulating course of study, aimed at stimulating and consolidating a critical spirit, open-mindedness and creative intelligence: characteristics that are increasingly in demand in today's creative, entertainment and digital communication industries.

Teaching is based on the complementarity between the tools for critical and creative thinking, provided by the solid theoretical component of the curriculum, and the technical and professional skills provided by intensive workshop sessions; these are included not only in the numerous optional courses, but also in the core courses, with the participation of well-known professionals from the fields of communication, advertising and traditional and digital media.

Career opportunities

The degree course in Communication, Media and Advertising allows graduates to enter the composite professional world of the creative industries, providing them with the necessary skills to create and manage content for digital media and advertising; to organise the production of radio, television, film and theatre content; to organise and manage cultural events and live performances.

Graduates will be able to take on roles such as: editorial and production assistant for radio, television or cinema; editor and copywriter; junior radio and television writer; videomaker; assistant director; social and digital manager for creative companies and traditional and digital media; collaborator in the organisation of cultural events and live performances for the theatre, cinema and music; press office for television, cinema, radio, theatre, music, and public platforms and institutions.

recommended study plan

1st year

compulsory courses	cfu
Media sociology	6
Web languages	12
Digital communication	6
Social media workshop	6
Body and voice languages	12
Modern and contemporary theatre	6
Radio communication	6
Digital information systems and trends	6
Advertising languages	6
Movie languages	6
Media text analysis	6
Writing for the media workshop	6

2nd year

compulsory courses	cfu
Contemporary history	6
History and cultures of cinema	9
History of cinema	6
One course to be chosen from:	
Film aesthetics	3
Marketing of cinema	3
TV languages	9
History and models of TV	6
One course to be chosen from:	
Analysis of TV programmes	3
Analysis of TV audiences and ratings	3
Public And Political Communication	6
Psychology Of Audiovisual Communication	6
English For Corporate Skills	6
Intellectual Property Law	6

elective courses	12

optional learning activities	cfu
Design communication	6
Fashion communication	6
Sports communication	6
Communication, mass media and crime	6
Critical thinking	6
Visual cultures of Asia: cinema, comics, TV series	6
Autobiographical narration as a communication technique	6
Music criticism: forms and practice	6
Colour in the media	6
Marketing with digital media	6
Copywriting workshop	6
Journalism workshop	6
Advertising direction workshop	6

3rd year

compulsory courses	cfu
Languages of journalism	9
Theory and techniques of journalistic language	6
One course to be chosen from:	
Television reportage	3
Telling the story on the web	3
Literature and media	9
Digital age narratives	6
One course to be chosen from:	
Adaptation practices	3
The imaginaries of intermediality	3
One course to be chosen from:	6
Music for media workshop	
Advertising creativity workshop	
Political and media economy	9
Methodology and techniques of social research	9
Methodology and techniques of social research	6
One course to be chosen from:	
Images and society	3
Market and consumption	3
Art and communiation	6

elective courses	6

final exam	6

	cfu
Directing for theatre workshop	6
Creative writing workshop	6
Press office and media relations workshop	6
Organisation and management of cultural events	6
Poetry, song and rap	6
Animated stories	6
History of Italian cinema	6
History and theory of photography	6
TV: models and professions	6
Exposed cinema studies	6
Analog cinema and practical special effects	6

Corporate Communication and Public Relations*

The course trains professionals capable of managing the relationship processes that businesses and public and private organisations maintain with their stakeholders to support sales, create and manage brands, increase visibility and strengthen reputation.

The course

Our graduates are able to use all the communication tools, from traditional advertising, to events, to social media, which are needed to interact with customers, business and industry partners, institutions, decision-makers, local communities, citizens, journalists, the media and influencers. They are also able to develop communication strategies and plans and assess their results.

The degree course provides a mix of skills: in business management, marketing, organisation and law in order to understand how companies operate; in sociology, psychology and consumer analysis in order to understand social and market dynamics; in communication and public relations in order to interact with the media, influencers and public opinion.

Particular emphasis is placed on the development of:
- digital and AI skills useful in the current communication context;
- personal communication skills such as professional writing, public speaking, critical thinking and problem solving skills.

Teaching is based on a high degree of integration between lectures, case studies, exercises and workshops. Lectures are carried out by university professors and professionals from companies and communication agencies.

Students enrolled in the course will have the opportunity to attain a Dual Degree from the Dublin Business School (Dublin, Ireland) or the Royal Roads University (Victoria, British Columbia, Canada). The course also includes a curriculum taught entirely in English: Corporate Communication and Public Relations.

Career opportunities

The degree course trains graduates to work in the areas of marketing and corporate communications and in such diverse sectors as consumer goods, distribution, services, fashion, culture, sport, entertainment and non-profit.

Graduates will be able to work as: product and brand manager, account manager, social media manager, media planner, event manager, media relations officer, crisis manager, internal communication specialist.

Graduates will be able to work in companies, advertising agencies, public relations agencies, event promotion and organisation agencies, market research agencies and public sector organisations.

recommended study plan

1st year Italian

compulsory courses	cfu
Comunicazione d'impresa	9
Economia aziendale	9
Linguaggi della pubblicità	6
Semiotica	6
Sistemi informativi e trend digitali	6
Sociologia generale	6
Sociologia dei media	9
Storia dell'economia e della politica contemporanea	6

2nd year Italian

compulsory courses	cfu
Psicologia dei consumi e neuromarketing	9
Marketing	9
Statistica e ricerche di mercato	9
Sociologia dei consumi e cultura d'impresa	6
Laboratorio di scrittura professionale	9
Social Media management per la comunicazione d'impresa	6
English for Corporate Skills	6
elective courses	12

3rd year Italian

compulsory courses	cfu
Economia politica	9
Istituzioni di diritto pubblico e privato	6
Laboratorio di Comunicazione pubblica e Public Branding	6
Laboratorio di Relazioni pubbliche	6
Organizzazione d'impresa e gestione delle risorse umane	6
Laboratorio di creatività	6
Un insegnamento a scelta tra: Creatività e progettazione Tecniche di creatività pubblicitaria	
Partnership e gestione degli eventi	6
elective courses	6
prova finale	**6**

optional learning activities	cfu
Pubblicità, comunicazione sociale e sostenibilità	6
Comunicazione del settore non profit	6
Comunicazione integrata di marketing	6
Laboratorio di scrittura per web e social media	6
Sociologia della moda	6
Intelligenza linguistica	6
Laboratorio di Public speaking	6
Laboratorio di Graphic Design	6

1st year English

compulsory courses	cfu
Corporate Communication	9
Management	9
Advertising	6
Semiotics	6
Information Systems and Digital Trends	6
Sociology	6
Sociology of Media	9
History of Contemporary Economics and Politics	6

2nd year English

compulsory courses	cfu
Consumer Psychology and Neuromarketing	9
Marketing	9
Statistics and Market Research	9
Sociology of Consumption and Corporate Culture	6
Professional Writing workshop	9
Social Media Management for Corporate Communication	6
Public Speaking	6
elective courses	12

3rd year English

compulsory courses	cfu
Economics	9
Introduction to Public and Private Law	6
Communication Management in Public Sector workshop	6
Public Relations workshop	6
Organization Theories & HR Management	6
Creativity Workshop	6
A choice between: Creativity and Design Creativity and Advertising	
Partnership and Event Management	6
elective courses	6
graduation project	**6**

optional learning activities	cfu
Artificial Intelligence and Corporate Communication	6
Business Strategy	6
Communicating in critical situations	6
Diversity, Equity and Inclusion	6
Gender Studies	6
Influencer Marketing Strategies	6
Marketing & Sales	6
Retail Marketing Innovation	6
Product innovation, consumption and marketing	6

* Revised course organisation pending Ministerial approval

Arts and Cultural Events

The course provides the basic skills needed to work in the arts and culture industry. These fields are constantly evolving and require humanistic and management expertise; skills that the degree programme aims to provide.

The course

This is a sector that has great potential in Italy and which is generating an ever-growing number of jobs. The degree in Arts and Cultural Events has been designed around two core aspects. On the one hand, an historical and critical analysis of the languages of arts, and on the other hand an introduction to organizational and managerial aspects, which correspond, respectively, to the acquisition of the knowledge and skills necessary to analyse, construct and communicate specific products and content for the arts, and to the organization and management of cultural activities and events.

The programme covers a wide variety of academic disciplines in fields ranging from arts to social sciences, from traditional to digital languages particularly useful for the covered disciplines, from marketing and management of events to the entertainment system: History of Medieval, Modern and Contemporary Art; Communication of Cultural Events; Digital Communication Workshop for the Arts; Fashion and Events; Economics of Culture and Art; Photography Theory and Techniques (workshop).

The study plan includes a combination of lessons, held by university lecturers, artists and professionals working in emerging industries, workshops and "hands-on" experiences. It is designed to provide students with theoretical basics and then to teach them how to apply what they have learned.

Lectures are completed by workshops, visits to museums and foundations, meetings with prominent figures and professionals from the world of art, culture and entertainment, projects and partnerships with outside institutions, and internships and traineeships in Italy and abroad. These opportunities are the result of partnerships that the Faculty has organised for its undergraduate students, such as with MIA FAIR and include a wide range of work experiences.

Career opportunities

The degree course trains professionals who will be able to document, develop and promote artistic heritage through both traditional means and innovative multimedia platforms.

Students are also equipped to operate in the field of the design, production, realisation and promotion of artistic and cultural events. Specific career options include: art and culture content editor; artistic and cultural mediator; organiser of cultural activities and events; cultural planner; expert in the communication and marketing of cultural activities; cultural entrepreneur.

recommended study plan

1st year

compulsory courses	cfu
History of medieval art	6
Contemporary visual arts	12
History of contemporary art	6
Art and media	6
Digital communication for the arts workshop	6
Communication of cultural events	6
Cultural journalism	
Media relations	
Event marketing and management	6
Marketing for art and culture	
Project management for events and festivals	
Fashion and events	12
Fashion and art	6
Sociology of events	6
Museums, interculturalism, inclusivity	6
elective courses	**6**

2nd year

compulsory courses	cfu
The entertainment system	12
Theatre and art	
Production and organisation of contemporary music	6
Creation of cultural projects workshop	6
History of modern art	6
Economy of culture and art	6
Contemporary history	6
Contemporary history	
Contemporary Italy	
Communicating art	12
Communicating art	6
Museums, exhibitions, galleries	6
Cultural activities law	6
English for Corporate Skills	6
elective courses	**6**

3rd year

compulsory courses	cfu
Aesthetics	6
Psychology of art	6
History of art criticism	12
History of art criticism	6
Cinema and art	6
Forms of organisation of cultural events	6
Photography: theory and technique workshop	6
Art direction of cultural festivals	6
Professional internship	6
elective courses	**6**
final exam	**6**

optional learning activities	cfu
Forms and languages of musical communication	6
Artificial intelligence and new humanism	6
Classical arts and cultures	6
Anthropology of images	6
Writing for art, theatre, cinema	6
History of pop and jazz music	6
Local arts and trades	6

Tourism, Management and Culture

The degree course in Tourism, Management and Culture trains students to respond to the diversified employment prospects that characterise the tourism and hospitality sector, which is becoming increasingly important for the Italian, European and global economy.

The course

The course is based on an appropriate balance between the acquisition of managerial skills and the mastery of cultural knowledge (historical, artistic and environmental, anthropological and sociological), which constitute the context within which any type of tourism activity is planned and developed.

This knowledge is complemented, through a hands-on, workshop-based approach, by numerous tools aimed at strengthening personal resources and skills: foreign languages, new technologies (ICT) and digital communication, techniques for the promotion and use of cultural goods and activities, destination analysis tools and law.

IULM graduates will be able to master the techniques of territorial context analysis, the management of tourism businesses and start-ups, the organisation of tourist and cultural services, marketing and communication, and will be aware of the close relationship between tourism and local development, art, culture and creativity. They will be able to grasp the development potential of both businesses and places, with a view to sustainability and attention to cultural heritage.

In the third year, students will be required to choose between two different curricula: Communication and Culture for Tourism and Management and Organisation for Tourism. The two programmes aim to allow graduates to access today's job opportunities and highly relevant professional fields, which, together with the internship and the final exam, will produce highly distinctive and innovative professional figures.

Career opportunities

With a degree in Tourism, Management and Culture, graduates will have the technical and practical training for the following careers in tourism: marketing and sales for tourism companies and organisations; hotel and resort management for institutions and associations; promoter of tourist destinations for institutions and associations is both the public and private sector; event planner and manager for leisure and business tourism.

IULM's innovative training programme also provides graduates with the skills needed to work their way up to a managerial position in sustainable territorial development or to start an entrepreneurial career in tourism.

recommended study plan

1st year

compulsory courses	cfu
Cultural geography	6
Landscape workshop (24 hours)	
Psychology and sociology of tourism	6
Management of tourism companies	6
The economic system of tourism	6
Digital media and tourism	6
Social research and tourism	6
Tourism design workshop (24 hours)	
Contemporary history	9
Museums of World Cultures workshop (24 hours)	
Information and Communication Technology for Tourism	6
Artificial intelligence and tourism	9
Entrepreneurship in tourism workshop (24 hours)	

2nd year

compulsory courses	cfu
Tourism law	6
Cultural heritage for tourism	12
Mediterranean civilizations	6
History of art	6
Cultures and territories	12
Territorial policies	6
Cultural anthropology	6
Tourism marketing and communication	9
including e-tourism workshop (24 hours)	
Destination Management	6
including tourist experience workshop (24 hours)	
English for Corporate Skills	6
French or Spanish or German for tourism	6

elective courses	6

optional learning activities	cfu
Services quality management	6
Emerging forms of tourism: geography, cultures, organisations	6
Ethnolinguistics: African cultures	6
Applied economics for arts and tourism	6
Anthropology of Middle Eastern imaginary	6
New technologies, territories and tourism	6
Valorisation of artistic and archaeological heritage	6
Underwater archaeology	6

3rd year

● **Curriculum: Communication for tourism**

compulsory courses	cfu
Travel blogging	6
Videomaking workshop (24 hours)	
Storytelling	6
Destination branding	6
Capitals of culture workshop (24 hours)	

● **Curriculum: Management and organisation for tourism**

compulsory courses	cfu
Human resource management	6
Soft skills workshop (24 hours)	
Revenue Management	6
Platform economy and tourism	6
Digital platforms for tourism workshop (24 hours)	

● **common courses**

compulsory courses	cfu
Tourism strategies and performance	6
Urban tourism and sustainability	6
Smart cities workshop (24 hours)	
Governance and international relations in tourism	6
Professional internship	6

elective courses	12

final exam	**3**

Fashion and Creative Industries

The degree course in Fashion and Creative Industries is an innovative course that prepares professionals to work within the creative and communication processes of fashion, creative industries and design: excellences of Made in Italy that are increasingly strategic for the national economy.

The course

The degree programme has been created in partnership with some of the leading fashion and design companies, which have played a key role in designing the training course. The programme aims to meet the needs of a market where industries are asking for experts who can combine culture, communication and symbolism that lie behind the design, development, communication and promotion of creative products.

In Milan, which is internationally recognised for its fashion industry and creativity, the programme draws on IULM's expertise in communication and languages and has a lab-based approach. The courses provide the strong theoretical, cultural and artistic learning that is needed to take on the main challenges of creative and communication processes in fashion, design and creative production. The programme is also an opportunity for students to hone their English and develop the transversal competencies and interpersonal soft skills required by companies in Italy and abroad.

Students develop practical skills in a variety of fields, including web and social media communication, advertising, creation and planning of fashion and design events. They prepare communication material to promote fashion creations and other creative products, in addition to product-related information and documents, and press releases.

IULM graduates in Fashion and Creative Industries will have the critical thinking and theoretical know-how in the various artistic-visual languages that are necessary to understand fashion, design and Made in Italy. They will also be versed in the methodology and practical tools used to communicate and promote fashion, design and other creative products. Upon completing the programme, graduates will have acquired the skills to design, create, and manage fashion and design events, fashion shows, fashion weeks, conferences, and exhibitions both online and in person. Graduates will know how to single out and interpret cultural trends as well as fashion and design lifestyles in Italy and abroad; they will understand the competitive nature of the creative economy; they will create inclusive and intercultural communication products, communicate sustainability, read and interpret budgets and reports;

they will be familiar with laws, both national and international, on the protection of intellectual property rights.

The course includes lectures as well as workshops in order to train students to develop an analytical approach to artistic language, stimulate a creative mind-set and a propensity to innovate, consolidate theoretical learning, and develop the technical-practical and management skills needed in fashion, creative industries and design.

The programme includes project work, workshops and hands-on experience, meetings with professionals and leading names from the world of fashion and design, and seminars held by lecturers from other universities. Study visits to companies, foundations, museums and trade associations are designed to help students grow professionally. In addition, by developing projects and working with institutions, and through internships and traineeships in Italy and abroad, students can apply the knowledge and skills taught at university.

Third-year students can choose to specialise either in "Fashion" or in "Creative industries and design". These specialisations include an internship and final test, and aim to equip students with very specific and innovative skills they can transfer to the workplace.

Career opportunities

Graduates in Fashion and Creative Industries can find employment with fashion companies, creative industries, design, research centres for the creative industry, specialist service companies for the fashion marketing sector, distribution and point of sale services, press agencies, events agencies, museums, foundations, art galleries specialist publishing or will launch creative start-ups. Career options in fashion and creative industries include: Communication specialist, Web Communication Specialist, Social Media Specialist, Videomaker, Event & Fair Specialist, Trend Hunter, Junior Art Director, Visual Merchandiser, Visual Designer, Brand Heritage and Archive Specialist and Content Creator.

recommended study plan

1st year

compulsory courses	cfu
Contemporary visual arts	12
History of contemporary art	6
Art and media	6
Advertising for fashion and design workshop	6
Effective communication techniques workshop I (written communication)	6
Web communication and social media	6
History of fashion and design	18
History of fashion	6
History of design	6
History and culture of Made in Italy	6
Cultures and languages of creative industries	12
Semiotics of creativity	6
Archives of creative industries	6
IT for creative communication	6

2nd year

compulsory courses	cfu
Aesthetics of fashion and design	6
Interculturality, sustainability, inclusivity	6
Effective communication techniques workshop II (oral communication)	6
Marketing of fashion and design	6
Marketing basics	
Marketing of fashion and design	
Economics and management of creative industries	6
Data and Trend Analysis	6
Budgeting and reporting for fashion and design	6
Law, brands, copyright	6
English for Corporate Skills	6
elective courses	**12**

optional learning activities	cfu
Cinema, fashion and design	6
Media relations: art, fashion, design	6
Fashion and design photography	6
Social media and influencers	6
Fashion journalism	6
Beauty and wellness	6
Project design and communication	6

3rd year

● **curriculum: fashion**

compulsory courses	cfu
Innovation fashion design	6
Visual merchandising workshop	6
Conception and creation of fashion events workshop	12
Conception and creation of fashion events	6
Fashion show direction	6

● **curriculum: creative industries and design**

compulsory courses	cfu
Design thinking	6
Visual design	6
Conception and creation of design events workshop	12
Conception and creation of design events	6
Retail	6

● **common courses**

compulsory courses	cfu
Effective communication techniques workshop III (visual communication)	6
Professional internship	6
elective courses	**6**
final exam	**6**

Master's degrees

Interpreting and Translation

Translation, interpreting and digital communication

Communication

Artificial Intelligence, business and society

Marketing, Consumer Behaviour and Communication ita + eng

Strategic Communication eng

Television, Cinema and New Media

Arts, Fashion and Tourism

Art, Valorisation Strategies and the Market

Fashion Communication and Luxury Strategies eng

Hospitality and Tourism Management eng

Translation, Interpreting and Digital Communication*

The Master's Degree in Translation, Interpreting, and Digital Communication trains interpreters, translators, and intercultural experts capable of working in various sectors, offering three curricula to meet the diverse needs of the global market.

The course

It prepares professional interpreters, translators, and experts in the intercultural professions who can work in all areas of contemporary work that require specialised skills, from traditional to newer sectors, including new technologies and digital and multimedia communication.

To meet the needs of a constantly evolving labour market, IULM has activated three different curricula.

The course is part of CIUTI (global network of excellence of university institutes engaged in translation and interpreting) and has been awarded the EMT (European Master's in Translation) quality mark.

Curriculum: Conference interpreting and new technologies

It aims to train experts in the field of interpreting using various methods (in-person and remote simultaneous, consecutive, chuchotage, advanced dialogue). Given the rapid evolution of professions related to language services, it integrates professional, interlinguistic, and intercultural activities with teaching aimed at promoting the mastery of computer and digital tools supporting the interpreter's work, such as Artificial Intelligence and CAI (Computer-Aided Interpreting) tools, as well as the newer work scenarios offered by technological development.

Career opportunities

Thanks to the solid interlingual and intercultural skills and the flexibility acquired in the use of the different interpreting techniques, the graduate can work in international and supranational organisations, such as the UN, UNESCO, FAO and the European Union, or work as a freelance professional in congresses, cultural events, international negotiations or even join the language services industry, in the international activities of private companies, institutions and public bodies.

Curriculum: Editorial and multimedia translation - dual degree

It aims to offer a high level of specialised know-how in all areas of translation and post-editing, supplemented with teaching that will address training mainly in the editorial field, explored throughout its entire sector, in the multimedia and multimodal field and audiovisual and web publishing fields. The graduate will also be able to integrate their work with the newest tools and practices required by the labour market, such as computer-aided translation (Artificial Intelligence and CAT tools) and collaborative translation. For the students of this curriculum, IULM has set up dual degree courses with the Université de Haute Alsace and with ISIT (Institut de management et de communication interculturels) in Paris.

Career opportunities

Graduates will have acquired highly specialised skills for employment in the publishing industry, within national and international institutions (e.g., the European Union), and organisations and structures operating in the language industry, teaching, and research. Alternatively, they may pursue a freelancer career, working privately for several clients and mastering the skills needed for collaborative projects.

Curriculum: Digital and intercultural communication

It aims to offer specialised knowledge and skills in translation and interlingual transfer processes, transmedia storytelling, visual communication and digital design. The course aims to make students competent in the management of digital reference tools and computer and multimedia aids, as well as language transfer processes in the field of storytelling and digital communication, such as translation, adaptation, analysis and revision of content for the web, visual communication design, taking care of the visual aspects of communication and metadata, and the production of digital projects.

Career opportunities

The graduate will work in those fields in which high linguistic knowledge is combined with skills in digital communication and multimedia in an intercultural perspective. The graduate will be able to master various languages and will be able to work in the publishing, cultural, and museum sectors, as well as in media centres and newsrooms for the production, translation, and management of content (in both traditional and digital forms). In addition, they will be able to work in companies that develop digital strategies for professionals and businesses, in public and private organisations at national and international levels, and in cultural institutions, with design and supervision tasks, for the entire digital communication sector.

* Revised course organisation pending ministerial approval

recommended study plan

Curriculum: Conference Interpreting and New Technologies

1st year

Compulsory courses	cfu
Interpreting workshop: Techniques and Technologies - English I	12
Simultaneous Interpreting workshop - English I	6
Consecutive Interpreting workshop - English I	6
Interpreting workshop: techniques and technologies - second language (French, Spanish, German, Russian, Chinese, Arabic)	12
Simultaneous Interpreting workshop - second language	6
Consecutive Interpreting workshop - second language	6
Linguistics for Interpreting	6
Theory and Practice of Conference Interpreting	3
Interlingualism workshop	3
Speech, text and sector languages - English I	9
Specialised discourse and textual genres - English I	6
Sector Languages and Terminology - English I	3
Speech, text and sector languages second language I (French, Spanish, German, Russian, Chinese, Arabic)	9
Specialised discourse and textual genres second language I	6
Sector languages and terminology second language I	3
Technological and Artificial Intelligence Tools for Interpreting	6
elective courses	9

2nd year

Compulsory courses	cfu
Interpreting workshop: Techniques and Technologies - English II	12
Simultaneous Interpreting workshop - English II	6
Consecutive Interpreting workshop - English II	6
Interpreting workshop: Techniques and Technologies - second language II (French, Spanish, German, Russian, Arabic, Chinese)	12
Simultaneous Interpreting workshop - second language II	6
Consecutive Interpreting workshop - second language II	6
Computer lab for terminology research	6
International Law	6
Project management for language services	6
Work organisation	3
Language services	3
Work Experience	3
final exam - master's degree thesis	12

recommended study plan

Curriculum: Editorial and Multimedia Translation – dual degree

1st year

Compulsory courses	cfu
Editorial Translation - English I	12
Editorial Translation - English I	6
English language workshop	6
Editorial Translation - second language I (French, Spanish, German, Russian, Chinese, Arabic)	12
Editorial translation - second language I	6
Second language workshop	6
Computer-aided translation workshop, Artificial Intelligence and post-editing	6
Specialist discourse, text and translation - English I	9
Specialised discourse and text genres - English I	6
Specialised translation workshop - English I	3
Specialised discourse, text and translation second language	9
Specialised discourse and textual genres second language I	6
Specialised translation workshop - second language I	3
Linguistics for Translation	6
Interlinguistics workshop	3
Translation and Inclusivity	3
elective courses	9

2nd year

Compulsory courses	cfu
Editorial Translation - English II	6
Editorial Translation - second language II (French, Spanish, German, Russian, Arabic, Chinese)	6
Audio Visual translation workshop	12
Audio Visual translation workshop I	6
Audio Visual translation workshop II	6
Texts and publishing	12
Reception of translated text	6
Editorial culture and techniques	6
Project management for language services	6
Work organisation	3
Language services	3
Work Experience	3
final exam - master's degree thesis	12

recommended study plan

Curriculum: Digital and Intercultural Communication

1st year

Compulsory courses	cfu
Editorial Translation - English I	12
Editorial Translation - English I	6
English language workshop I	6
Editorial Translation - second language I (French, Spanish, German, Russian, Chinese, Arabic)	12
Editorial Translation - second language I	6
Second language workshop	6
Workshop for methods and techniques of graphic and visual communication	6
Contemporary Narratives - English	6
Contemporary Narratives - second language	6
Linguistics for Translation	6
Interlinguistics Workshop	3
Translation and Inclusivity	3
elective courses	9

2nd year

Compulsory courses	cfu
Editorial Translation - English II	12
Editorial Translation - English II	6
English language workshop II	6
Editorial Translation - Second Language II (French, Spanish, German, Russian, Arabic, Chinese)	12
Editorial Translation - second language II	6
Second language workshop II	6
Workshop of visual journalism techniques and tools	6
Sociology of consumption and digital marketing	6
Digital literatures and systems	12
Digital storytelling	6
Literature and New Media	6
Work Experience	3
final exam - master's degree thesis	12

Artificial Intelligence, Business and Society

Marketing in the time of AI

Artificial Intelligence, particularly the 'generative' type that enables the production of textual and audiovisual content of all kinds, is radically and irreversibly redefining the logic and processes of marketing and corporate communication.

The course

In the coming months and years, the advanced use of AI will become an indispensable skill for any marketing and corporate communication practitioner. The Master's degree in Artificial Intelligence, Business and Society is designed to immediately grasp the change taking place. The Master's degree, which could perhaps be better defined with the title 'Marketing in the time of AI', trains the professional figures that will be increasingly sought after in the world of work: professionals with interdisciplinary skills - humanities and technology - able to use the most innovative AI technologies for marketing, communication and business orientation of enterprises. Graduates of the Master's degree, distinguished by its interdisciplinary nature and strongly applicative slant, will acquire knowledge and skills that are:

- corporate: in marketing and corporate communication supported by the most advanced technologies, including those related to machine learning and artificial intelligence;
- technological: acquiring the necessary skills to manage AI projects and solutions;
- applicative: becoming prompt experts and experts in the various generative AI platforms;
- statistical & methodological: learning the conceptual and methodological tools necessary for advanced data analysis on the basis of which to orient marketing activities and business decisions;
- legal & social: developing a critical spirit - to which an actual workshop is dedicated - and sociological, communicative and legal skills, necessary to design innovative solutions that consider the profound changes in contemporary society, with particular attention to the ethical and sustainability dimensions of innovation.

Core to the Master's degree are the applicative workshops in which the student can - according to the logic of learning by doing - learn, through practice on real cases, the technological competences and skills necessary to guide and master the innovation connected with the use of different types of Artificial Intelligence within companies.

Career opportunities

The Master's degree in Artificial Intelligence, Business and Society trains professionals with cross-functional skills for entering very different working sectors: marketing and corporate communication experts supported by AI, Citizen Data Scientist for Marketing, Data-Driven Decision Maker, Data Analyst, and Data-Driven Marketing Manager. Graduates will be able to work as marketing specialists and communicators in private and public enterprises, SMEs, start-ups, Communication and Marketing Agencies, Consulting and Service Companies, Media Centres, Research Centres and Public Administration, also with an international vocation, event organisation, market research and public organisations.

recommended study plan

1st year

compulsory courses | cfu

	cfu
Strategic Management & Digital Technology	6
Fundamentals of Computer Science and Big Data Management	9
Advanced Marketing and Artificial Intelligence	9
Advanced Marketing	6
AI for Marketing	3
Statistics and Machine Learning for Marketing	12
Probability and Statistics for Marketing	6
AI and Machine Learning for Marketing	6
Socio-cultural scenarios, regulations and ethics of the Big Data Society	12
Socio-cultural scenarios of the Big Data Society	6
Standards and Ethics for the Big Data Society	6
AI: Mind and Machines	2nd year exam
Mind and Machines	
An optional workshop from one of the following:	
Artificial Intelligence workshop or	
Cognition, Neuroscience and Machine Learning workshop	

elective courses | 6

2nd year

compulsory courses | cfu

	cfu
Data Mining & Text Analytics	6
Augmented intelligence for generating value from Big Data and text	
Decision Models for Data-Driven Marketing	9
Digital Advertising	6
Marketing Automation, Marketing Platform & Analytics	6
Virtual and Augmented Reality for Marketing and Advertising	6
AI: Mind and Machines	9
Mind and Machines	3
An optional workshop from:	
Artificial Intelligence workshop	6
Cognition, Neuroscience and Machine Learning workshop	6

elective courses | 6

Field project/internship	6

final exam | **12**

optional learning activities | cfu

	cfu
Information Architecture and Data Visualization	6
AI Certifications Workshop	6
Blockchain, NFT and Metaverse	6
Economics and Management in the Age of Artificial Intelligence	6
Textual Analysis Workshop for Social Media	6

Marketing, Consumer Behaviour and Communication

Marketing today means being present in consumers' lives with your brand, offering experiences and opportunities to interact with your products in physical and digital sales networks, and generating relationships and conversations online with customers.

The course

The Master's degree in Marketing, Consumer Behaviour and Communication teaches you how to do all this in a modern, professional and effective way. The course will enable you to acquire the knowledge and application skills required to work in marketing and corporate, brand and product communication and sales channels. At the end of the course, the student will be able to use traditional and digital media, above and below-the-line, in an integrated manner.

The course sets out a unique and innovative formula, structured in three specialisations to allow a high degree of customisation according to students' interests and companies' needs: Brand Management, Retail Management and Digital Marketing Management.

The Master's degree in Marketing, Consumption and Communication also offers a curriculum entirely in English, which has been constructed to ensure adequate preparation for those who choose it, regardless of the career opportunities they will pursue.

The highly practical approach and the continuous participation in the teaching of people from the corporate world and business community will help students develop problem-solving skills and awareness and acquire the conceptual foundations and practical skills needed to take on roles of responsibility in branded companies, in the retail world and the new digital scenario.

After a common first year, students can choose the direction they wish to specialise in. They can further customise their training by choosing 12 university credits from a broad, structured range of optional subjects. At the end of the second year, an innovative fieldwork is planned in addition to the curricular internship. During this work, several teams of students, guided by university and company lecturers and tutors, will be called upon to develop an actual project (marketing, communication, sales, etc.) for important partner companies of the university.

Fieldwork offers further training 'on the job', direct encounters with the world of work, and a way for companies to scout the talents they will select for their organisations.

Career opportunities

Graduates in Marketing, Consumption and Communication will be able to work in marketing and communication in branded retail companies, as well as in communication agencies and consultancy and market research companies nationally and internationally. Our graduates work as brand, digital, product and retail managers in many of the world's leading companies.

recommended study plan

**curriculum in italian:
Marketing, Consumer
Behaviour and Communication**

common 1st year

compulsory courses	cfu
Advanced Marketing	6
Digital Marketing and Omnichannel Marketing	9
Digital Marketing	
Retail Marketing	
Consumers and society	9
Consumer practices	
Social change	
Data analysis	9
Strategic management	9
Competitive analysis	9
Market research and cultural ethnography	6
Elective courses	6

2nd year

● **Brand Management specialisation**

compulsory courses	cfu
Visual Brand Identity	6
Brand & Corporate Communication	9
Brand Law	6
Business English	6

● **Digital Marketing Management specialisation**

compulsory courses	cfu
Digital marketing strategies and techniques	6
Social media strategy	
Digital content marketing	
Communication strategy and media planning	6
Business and digital communication law	6
Business English	6

● **Retail Management specialisation**

compulsory courses	cfu
Retail and Channel Management	6
In-store communication	9
Consumer Protection	6
Business English	6

● **Common to all specialisations**

	cfu
Internship	6
Fieldwork	6
elective courses	6
Final exam	**12**

optional learning activities	cfu
Branding and Trade Marketing	6
Business technologies and Innovation management for Startups (in English)	6
Competitive positioning and Branding new products (in English)	6
Luxury food communication and marketing	6
Demography and Sustainable Development	6
Digital Markets (in English)	6
Workshop in Neuromarketing Techniques	6
Management of Design (in English)	6
Retail & Branded Places Design (in English)	6
Search Engine Advertising & Mobile Marketing	6
Strategy and Corporate Performance	6
Sustainability and Branding (in English)	6
Entrepreneurship and Management for Growth (in English)	6

recommended study plan

curriculum in english:
Marketing, Consumer Behaviour
and Communication

1st year

Compulsory courses	cfu
Advanced Marketing	6
Digital and Retail Marketing	9
Digital Marketing	
Retail marketing	
Consumer and Society	9
Consumption practices	
Social Change	
Data analysis	9
Strategic Management	9
Competitive Analysis	9
Market and Consumer Behaviour Studies	6

Elective courses	6

2nd year

Compulsory courses	cfu
Omnichannel Management	6
Consumer Engagement and Digital Market Relations	9
Data Protection and Trademark Law	6
Business Communication Skills	6

Elective courses	6

Internship	6
Fieldwork	6

final exam	12

Optional learning activities	cfu
Business technologies and Innovation management for Startups	6
Competitive positioning and Branding new products	6
Digital Markets	6
Management of Design	6
Retail & Branded Places Design	6
Sustainability and Branding	6
Entrepreneurship and Management for Growth	6

Strategic Communication

The Master's degree in Strategic Communication, entirely in English, not only develops advanced skills in strategic communication but also integrates a solid corporate, managerial, and sociological background, aiming to train professionals ready to take on leadership roles in the industry.

The course - in english

The course is designed to train graduates capable of pursuing professional careers in the corporate world, international organisations and institutions, and strategic and management consulting. The degree course is structured with a first year common to all enrolled students and a second year characterised by two specialisations, from which students choose: the first in Corporate Communication and the second in Sustainability Communication.

To accentuate its international vocation, the degree offers three dual degree opportunities at Huddersfield University (UK), Cardiff Metropolitan University (UK) and UWA University (Perth, Australia).

These are complemented by numerous exchange opportunities with universities abroad specifically developed for Strategic Communication students. The faculty comprises professionals with significant work experience abroad and internationally renowned professors from universities worldwide who have developed courses of excellence in this field.

An Advisory Board has been set up, composed of CEOs, communication directors and managers from large multinational groups, companies and market-leading agencies. The Advisory Board is consulted annually to improve the course and offers students project and internship opportunities. Teaching methods have a strong practical and project-based slant, based on classroom discussion of readings and practical cases, on business games and role-plays that enable students to understand the workings of organisational and managerial dynamics.

Career opportunities

The Master's degree in Strategic Communication aims to train graduates with solid skills in specialised communication techniques and a strategic vision of communication's role in different organisational contexts (e.g., companies, institutions, strategic consulting). The degree course has two areas of specialisation.

The Corporate Communication specialisation trains people such as the Communication Manager, who is responsible for planning and coordinating the corporate communication strategies of an organisation; the Global Reputation Manager, who is in charge of the development and constant improvement of the reputation of a brand or organisation at corporate level; the Communication Specialist, in charge of the planning and coordination of communication in specialised areas (e.g. internal communication, crisis communication, financial communication and investor relations).

The Sustainability Communication specialisation trains figures such as the Sustainability Communication Manager, in charge of the design and implementation of communication strategies aimed at promoting an organisation's sustainable practices; the ESG Communication Specialist, focused on communicating a company's environmental, social and governance performance and on drafting ESG reports; the Circular Economy Advisor, a specialist for organisations operating in the field of environmental, social and governance issues, in charge of promoting sustainable business models and waste reduction processes.

recommended study plan

common 1st year

compulsory courses

Strategy and Management	9
Strategic Communication	12
Fundamentals of Strategic Communication	6
Issue and Crisis Management	6
Digital Communication Management and AI	9
Social Media Relations Management	6
AI for Communication and Marketing	3
Data Analysis & Data Visualization	12
Data Analysis for Communication	6
Visual Communication and Data Visualization	6
Principles of CSR Communication	6
Organizational Behaviour & Neuromanagement	6

elective courses   6

2nd year

● **Corporate Communication**

compulsory courses	cfu
Corporate Marketing and Management	12
Brand and Marketing Communication	6
Brand & Corporate Narratives	6
Social Evaluations	6
Financial Communication and Investor Relations	6
Internal Communication and Change Management	6
Corporate Public Affairs	6

● **Sustainability Communication**

compulsory courses	cfu
Sustainability Marketing and Management	12
Management for Sustainability	6
Sustainability for Marketing and Sales	6
Digital Sustainability	6
Sustainable HR Management	6
Integrated Reporting	6
Global environment issues and the human values	6

elective courses	6
Field project/internship	6

final exam	12

optional learning activities

Philosophy of Media: the Human Mind and technological devices	6
Digital Markets	6
Law and Communication	6
Neuroscience for Communication	6
Fashion Communication	6
Management of Design	6
Retail & Branded Places Design	6
Communication and Event Management in Luxury	6
Sustainability and Branding	6

Television, cinema e new media

The Master's degree in Television, Cinema and New Media is unique in Italy. With its theoretical/critical and practical/workshop character it prepares students for the conception and production of audiovisual stories for the cinema, for TV and new media, stimulating them to develop creativity, technical, and the managerial and team-working skills for entering the international job market.

The course

The first common year teaches the basic techniques of directing, cinematography, digital editing and audio recording; it provides the tools for a structured reflection on the visual sphere, on the relationship between visual and sound, and the imagery of the digital era; it provides the fundamentals of the media that will be explored in depth in the second year (cinema, TV, new media).

The second year is structured in three areas.

- Cinema and New Technologies: deepens the techniques of film direction and the theoretical and critical reflection on cinema, introduces the techniques of digital cinema and animation, the strategic elements of the economics of cinema, its distribution and preservation.
- Television and Cross-Media: goes into greater depth in the techniques of television direction and theoretical and critical reflection on television products, introduces tools for the design and production of series, streaming techniques, and television marketing strategies.
- New Media, Music and Digital Narratives: studies in-depth the techniques of directing for short formats, the video production of music and the production of video-art installations; it introduces elements of the design of narrative structures for videogames and the strategic conception and measurement of audiovisual communication for social media.

Students can spend their second year at the New York Film Academy (Los Angeles campus), taking advantage of tuition fee discounts and scholarships, to obtain a Master's degree valid in both Italy and the US (a dual degree).

To create their audiovisual projects, students have at their disposal a state-of-the-art Multimedia Workshop composed of a sound stage, a production room, an editing room and equipment for filming and post-production software.

An internship allows students to test themselves in the world of work, taking advantage of agreements made with companies such as Mediaset, Sky, Vodafone, Magnolia, We Are Social and with institutions such as the Teatro alla Scala, the Milan Triennale, the Noir in Festival, etc. Course lecturers include Gianni Canova (Sky Cinema critic, editor 8 ½), Maurizio Nichetti (director), Minnie Ferrara (producer), Michelangelo Frammartino (video artist, director), Massimo Schiavon (cinematographer), Diego Cassani (editor), Fabio Vittorini (critic for Il Manifesto), Emanuele Chiappa (sound technician), Giuseppe Bianchi (director and TV writer), Masbedo (video artists), Gabriele Cucinella (CEO We Are Social), Gianni Sibilla (music critic for Rockol), Leila Fteita (set designer).

Career opportunities

These include: director, digital editor, director of photography, screenwriter, producer for cinema, TV, and the web; videogame designer; 3D and digital effects expert; author of formats and TV series; author of interactive hypertexts and cross-media narratives; producer of creative content for social media; festival and exhibition organiser; critic for cinema, TV, music videos, and the web.

recommended study plan

common 1st year

compulsory courses	cfu
Directing workshop	9
Digital editing workshop	12
Lighting and filming workshop	6
Soundscapes in the media	12
Music and image	6
Live sound workshop	6
Media studies	12
Photography: theory and techniques	6
One from:	
Cinema: video art and audiovisual installations	6
TV Products: Analysis and Scenarios	6
Social Media: Theories and Professions	6
Imaginaries of the Digital Age	6
elective courses	**6**

2nd year

● Cinema and New Technologies specialisation

compulsory courses	cfu
Advanced workshop in film direction	6
Digital Cinema	9
Visual and digital effects	
Animation workshop	
Film Studies	9
Filmology	
Workshop on critical writing for film and entertainment	
Broader cinema and business elements	12
Cinema economics: strategies and tools	6
Film archives, exhibitions and museums	6

● Television and cross-media specialisation

compulsory courses	cfu
Advanced Television Directing Workshop	6
Cross-media seriality	12
Models and genres of television seriality	6
Workshop on television and serial production	6
Web TV	12
TV, social media and the web	6
Streaming workshop	6
TV and cross-media business	6

● New Media, Music and Digital Narratives specialisation

compulsory courses	cfu
Digital Narratives	9
Video Games: Technology and Art	6
Interaction Design workshop	3
Video, music and digital art	12
Directing workshop for short formats	6
Broader video art workshop: spaces, scenarios, sounds	6
Audiovisual content for social media	9
Creative Communication Strategies	6
Online music: video and live	3
Copyright and performance of audiovisual content	6
elective courses	**6**
Professional internship/workshop	3
final exam	**12**

optional learning activities	cfu
Elements of Music and Discography	6
Journalism in the digital age	6
Documentary Film Workshop	6
Workshop on the organisation of festivals and exhibitions	6
Acting and actor's direction workshop	6
Screenplay workshop	6
Workshop on Scenography and Location Management	6
Workshop on Branded Content for the Media	6
App conception and design workshop	6
Audio Visual Didactics	6
Theory and Techniques of Storytelling	6
Digital Storytelling	6
Philosophy of Media: The Human Mind and Technological Devices	6
Horror and Noir Workshop	6
Forms and Models of Contemporary Cinema	6

Art, Valorisation Strategies and the Market

The Master's degree in Art, Valorisation Strategies and the Market provides advanced art-historical, management, organisational and economic skills specific to the cultural professions market and the arts system.

The course

This specialised course aims to train managers, critics, art exhibition curators, cultural communicators, gallery owners, museum directors, and consultants who can manage the relationship between art and the market in all its phases.

In particular, it involves understanding and controlling cultural production processes, designing, organising, and communicating art events, and disseminating art through digital systems.

The course is structured in face-to-face teaching followed by one-to-one experiences with practising professionals, seminars, workshops and hands-on experiences, alongside an extensive workshop activity. Cycles of lectures with key players from the art, culture and entertainment system, opportunities for discussion with public and private institutions and foundations (such as the Fondazione Sandretto Re Rebaudengo), projects and collaborations with external bodies, internships and apprenticeships with national and international partners complete the course organisation. To further strengthen the work-oriented structure, particular emphasis is placed on the curatorial and digital training area, allowing the student to choose a specialisation. Thanks to agreements with European and non-European universities, students can enhance their curriculum with a study period abroad in the first semester of the second year.

The international educational offering is also enriched by the possibility of obtaining a dual Italian-French Master's degree through the agreement that Università IULM has set up with ICART (L'école du management de la culture et du marché de l'art) in Paris.
In the second semester of the second year, workshops on design, production, and artistic and cultural communication, in partnership with important Italian organisations and institutions in the Milan area (including the Museo del '900, MUFOCO, FAI, and MEET—Centro Internazionale di cultura digitale), allow students to work on the production of specific project works at their premises and in close contact with professionals in the sector. The two-year course concludes with the production and discussion of the thesis.

Career opportunities

The Master's degree trains professionals to hold executive and managerial positions in criticism, documentation, conservation, valorisation and dissemination of artistic heritage. And, in addition, professionalism in the field of planning, production, management and promotion of artistic and cultural events.

In particular, the following professional fields should be noted: production, organisation, and distribution of artistic and cultural events and/or products; creation and conception of art start-ups; management and marketing of cultural activities in public and private institutions; management of the economic activities of cultural and artistic foundations, galleries, and auction houses; design and curatorship of exhibitions, events, and cultural initiatives; communication and dissemination of art through traditional and digital media; artistic and cultural mediation.

recommended study plan

common 1st year

compulsory courses	cfu
History of collecting and the antiques market	6
Visual Cultures	6
The Museum System	12
Culture and Management of Museums and Art Institutions	6
Communication of Museums and Art Institutions	6
Elements of Storytelling	6
Management and Start-ups for the Arts	9
Art Professions	9
Theories of the Art Market	
Foundation Strategies	
Auction House Strategies	
Gallery Strategies	
Cultural Heritage Law in Italy and Europe	6

2nd year

compulsory courses	cfu
Curatorial Studies	12
History and Theory of Contemporary Exhibitions	6
Art Direction of Art and Cultural Events	6
Art Philosophy	6
Digital Media Curatorship	12
Social Media Communication	6
Art and the Web	6
Art and Cultural Design, Production and Communication workshop	12

elective courses	12
final exam	12

optional learning activities	cfu
Art Didactics	6
Exhibition and event organisation	6
Art Press Office	6
Contemporary Art and Culture	6
Art Informatics	6
Museums for integrated sustainability	6
Art publishing workshop	6
Corporate museums	6

Fashion Communication and Luxury Strategies

The Master's degree in Fashion Communication and Luxury Strategies outlines an advanced pathway to entering the world of fashion and luxury, fully aware of the challenges of global industries.

The course - in english

The course aims to train fashion and luxury communication professionals, managers, business consultants, able to face the challenges of contemporary communication, to contextualise them, to transfer products and experiences to the public with a new language, to take on roles of responsibility within established or start-up companies, managing to seize all the opportunities of complex systems.

Seminars, workshops, meetings with professionals and on-the-job experiences complement face-to-face teaching. To allow for a high degree of specialisation, the course presents two possible pathways in the second year: Global Trends and Luxury Strategies, one more focused on fashion industry issues, the other on luxury (products and experiences). The course, in English, will allow the development of a dynamic and flexible approach to communication, essential for working in increasingly horizontal companies.

The first year includes teaching Team and Project Management to familiarise you with the logic and dynamics of organisations. Much attention is paid to the specifics of digital communication. The course offers a solid cultural foundation and a curriculum with a strong humanistic vocation to develop the lateral thinking required for positions of responsibility.

Due to its workshop teaching and multidisciplinary approach, the course's structure stimulates flexibility and the ability to learn independently.

Career opportunities

The Master's degree will enable professionals trained in it to approach the corporate world as PR Managers, Digital Media Managers, Customer Engagement Managers, Event Managers, Brand Heritage Curators, Client Communication Managers, Fashion Trend Forecasters, and Brand Consultants. The study plan and the course's humanistic vocation will give the professional the autonomy and ability to think outside the box, which will allow them to seize the most diverse professional opportunities.

The English language and the course's intrinsically international structure guarantee a professional horizon that is not limited to the Italian market.

recommended study plan

1st year

compulsory courses	cfu
Sustainability Strategies for Luxury and Fashion	6
Aesthetics of Luxury	6
Anthropology of Fashion and Luxury	12
Consumer Anthropology	6
Fashion Narratives	6
Complex Thinking and Creativity	6
Luxury Communication	12
Brand Heritage and Storytelling	6
Fashion and Luxury Events	6
Digital Trends and Marketing Statistics	12
Digital Trends	6
Analytics and Global Consumer insight	6
Team and Project Management	6

2nd year

● **Global Trends specialisation**

compulsory courses	cfu
International Relations and Global Fashion	12
International Relations	6
Global Fashion	6
Fashion Trends	6
Global Communication Management for Fashion	6
Digital Interaction Engagement Strategies	6

● **Luxury Strategies specialisation**

compulsory courses	cfu
Imaginery of Luxury	12
History of Contemporary Luxury	6
Scenarios of Luxury	6
Luxury Sectors	6
Luxury Marketing Strategies	6
Luxury PR for High-end Brands	6

● **common to both specialisations**

	cfu
Field project	6
elective courses	12
final exam	12

Hospitality and Tourism Management

In the Master's degree in Hospitality and Tourism Management (HTM), students acquire advanced analytical methods and tools for managing tourism companies in a highly international and multicultural context.

The course - in english

The programme, which has a limited number of students, is aimed at top Italian and foreign graduates interested in managerial and entrepreneurial roles in companies in the tourism and services sectors (e.g., hospitality, events, online travel and tourism distribution, cruise companies, airlines, territorial promotion agencies, and consulting companies specialised in tourism).

The course uses an active teaching approach that is strongly oriented towards applying the tools learnt in the classroom to specific problems and business contexts. From the very first day, students are asked to get involved in a challenging multicultural context to develop their aptitudes and acquire the skills most sought after by companies in the sector. The teaching mix is innovative with distance learning lessons, traditional lessons and sessions dedicated to workshops, simulations, field projects, in-company training, workshops with managers and entrepreneurs in the sector, and internship projects in Italy and abroad.

The teaching staff comprises 1/3 Italian teachers, 1/3 teachers from the best schools of tourism at an international level and 1/3 by senior managers from leading companies in the sector. The programme is over two years and entirely in English. The first year takes place at Università IULM.

The second provides a choice of three specialisation courses: one entirely at IULM, one in the US at the University of Central Florida (with a dual degree), and one with the possibility of a semester in Finland at the University of Oulu (with a dual degree).

Specialisation in Sustainable Destination Management and Communication

Specialisation with possibility of dual degree with University of Oulu.

Students obtain an Italian Master's degree, possibly accessing a second Finnish Master's degree (M.Sc.), with a semester of study at the University of Oulu. The specialisation aims to transfer theoretical-methodological knowledge and application skills for enhancing territories, innovation in the offering and sustainable tourism management of destinations. The study plan can be designed according to each student's interests through elective subjects, a semester abroad at partner universities, and a six-month internship/ field project in Italy or abroad.

Admission requirements for the specialisation abroad in Sustainable Destination Management and Communication (University of Oulu)

- TOEFL min. 92 (with min. 20 in Writing), or IELTS min. 6.5 (with min. 5.5 per each section). Alternatively, possessing a Bachelor's degree delivered entirely in English.

Specialisation in Hospitality and Tourism Management

Specialisation with dual degree with University of Central Florida.

Second year in Orlando (USA), at the Rosen College of Hospitality Management centre of excellence ranked 1st in the USA and 5th internationally in the Shanghai Rankings of the 500 best universities worldwide for hospitality and tourism programmes in 2023. Students earn a dual degree from Italy (Master's) and the US (M.Sc.) and can stay in the US for an additional one-year of work experience after graduation.

Admission requirements for the specialisation abroad in Hospitality and Tourism Management (University of Central Florida)

- TOEFL certificate with a minimum score of 220 (computer-based) or 80 (internet-based) or IELTS with a score of not less than 6.5.
- GPA certificate no lower than 3.00 out of 4.00 (indicatively 27/30 on the Italian scale) in the Bachelor's degree course average and no lower than 26.5/30 in the first year at IULM.

Specialisation in Digital Technologies and data for Tourism and Creative Industries

Students obtain a Master's degree. The specialisation aims to transfer theoretical-methodological knowledge and application skills to exploit the potential of new digital technologies and big data to personalise services, innovate the customer experience, and optimise business decisions and performance through strategic data use. The study plan can be designed according to each student's interests through elective subjects, a semester abroad at one of the partner universities, and a six-month internship/ field project in Italy or abroad.

Career opportunities

The course prepares students to take on roles of responsibility in the areas of sales and marketing, human resources, revenue management, digital marketing and e-commerce, guest relations of companies in the tourism and services sector (hospitality, online travel, tour operating and tourist distribution, Meeting-Incentive- Conference-Exhibition, transport, luxury retail) or in the marketing and promotion of tourist locations.

In particular, the course prepares you for the following roles: Marketing & communication manager; Business development manager; Hotel manager; Revenue manager; CRM manager; Digital marketing in social media; Country manager; International sales manager; E-distribution and e-commerce manager; Tour operator product manager; PR and corporate communication manager for tourism companies; Destination manager; Marketing and communication manager for tourism destinations; Event manager; Meeting and congress manager.

recommended study plan

1st year Università IULM

compulsory courses   cfu
Hospitality and Service Management 6
Human Resource Management in Tourism...6
Accounting and Financial Management in Tourism 6
Tourism Marketing...18
 Strategic Marketing for Tourism..6
 Introduction to Digital Marketing for Tourism..6
 Introduction to Tourism Data Analysis...6
Cultural Heritage, Arts and Tourism..9
Geography for Sustainable Tourism Development..9
Business Communication in Tourism 6

2nd year Università IULM

- **common pathway**

compulsory courses   cfu
Digital Marketing and Technology in Tourism..12
 Quantitative Methods and Big Data in Tourism..6
 Social Media Marketing and Communication for Luxury Businesses...............................6
Intercultural Communication 6

- **Sustainable Destination Management and Communication specialisation**

compulsory courses   cfu
Strategy Design for Sustainable Destinations..6
Policy Design for Sustainable Tourism...12
 Eco social Economics and Policy Design 6
 Transition Management in Post-crisis Cultures...6

- **Digital Technologies and Data for Tourism and Creative Industries specialisation**

compulsory courses   cfu
Artificial Intelligence and Digital Technologies for Tourism 9
 Digital Transformation and Experience Design in Tourism...6
 Data-Driven Artificial Intelligence for Tourism...3
Revenue Management for the Hospitality Industry...9

2nd year University of Central Florida (UCF)

compulsory courses   cfu
Data Analysis in Hospitality and Tourism Research..9
Hospitality and Tourism Strategic Issues..6
Feasibility Studies for the Hospitality/Tourism Enterprises 12
Communication Skills 9

- **common to all pathways in Italy and US**

elective courses   9
Field project/internship...3

final exam   12

Master and Executive Education

- **university**
- **specialist**
- **executive**

IULM Communication School

The teaching model

that prepares you for the future

Università IULM's post-graduate offering focuses on **training excellence** through close links with the world of work and the professions. It boasts an exceptional faculty and innovative teaching methodologies to train students and professionals who can take up prestigious positions in prominent international organisations, companies and academies in Italy and worldwide.

Discover more: **go.iulm.it/ics**

The educational offering

IULM Communication School, the Business School of Università IULM, through its university Masters and Masters and Executive Courses, offers the best training in communication management in the fields of Art, Design, Food and Tourism, Brand Communication and Sales Management, Media, Languages and Cinema, Social Media and Digital Transformation. It prepares students and professionals to measure themselves against **international contexts and careers** by offering on-the-job experience in the world's most prestigious companies through study tours in Italy and abroad and training sessions held by lecturers from all over the world.

The faculty

IULM Communication School can boast a faculty made up of university teaching staff and visiting professors from the leading international universities and - thanks to the ongoing relationship with major partner companies and institutions - high-level professionals who, through lectures, case studies and specific projects, reduce the distance between students and the world of work. The team of each Master's course is prepared to follow every single student to allow the best possible profiling of their educational path and career.

University Masters

These courses are for graduates who wish to deepen their knowledge of a specific discipline in the field of communication and acquire operational management tools through a significant theoretical base.

- **Art of Storytelling. Literature, Cinema, Television**
  ed. no. 10, Scientific Director Prof. A. Scurati
- **Communication for International Relations (MICRI)**
  20, Scientific Director Prof. G. Formigoni
- **Publishing and Music Production**
  ed. no. 12, Scientific Director Prof. G. Canova
- **Food & Wine Communication**
  ed. no. 14, Scientific Director Prof. V. Russo
- **Journalism**
  ed. no. 24, Scientific Director Prof. D. Manca
- **International Tourism and Hospitality (MITH)**
  ed. no. 22, Scientific Director Prof.ssa M. De Carlo
- **Management of Made in Italy, Consumer Behaviour and Communication of Fashion, Design and Luxury**
  ed. no. 22, Scientific Director Prof. M. Ferraresi
- **Management and Communication for Beauty and Wellness**
  ed. no. 11, Scientific Director Prof. M. Ferraresi
- **Sports Marketing and Communication**
  ed. no. 12, Scientific Director Prof. V. Russo
- **Retail Brand & Customer Experience Management**
  ed. no. 8, Scientific Director Prof. F. Massara
- **Management of Artistic and Cultural Resources**
  (Roma), ed. no. 16, Scientific Director Prof. G. Puglisi
- **Oriental Languages and Cultures** (Rome)
  ed. no. 11, Scientific Director Prof. G. Sorrentino

Specialist Masters

These courses allow participants to deepen their Professional knowledge and acquire specialised management tools for career development within a specific sector or area.

- **Copywriting and Advertising Communication**
  ed. no. 15, Scientific Director Prof. G. Canova
- **Internal Communication and People Engagement**
  ed. no. 2, Scientific Director Prof.ssa A. Mazzei
- **Cinema and Series on Audiovisual Platforms: Production, Communication, Programming**
  ed. no. 6, Scientific Director Prof. G. Canova
- **International Marketing and Sales Communication**
  ed. no. 7, Scientific Director Prof.ssa D. Corsaro
- **Event Management and Communication**
  ed. no. 8, Scientific Director Prof. M. Ferraresi
- **MasterBook Specialist Master in Publishing Professions**
  ed. no. 13, Scientific Director Prof. G. Canova
- **Contemporary Museology and Museum Communication**
  ed. no. 9, Scientific Director Prof. M. Negri
- **Screenwriting** (Rome)
  ed. no. 4, Director Prof. G. Canova
- **Dubbing, Adaptation and Translation of Cinetelevisual Works** (Rome)
  ed. no. 9, Director Prof. G. Canova
- **Communication for International Cooperation and Non-profit** (Rome)
  ed. no. 1, Scientific Director Prof. M. De Giuseppe

Executive Masters

For professionals with management experience who want to update their skills to meet the needs of the market and respond to changes in the world of communication.

- **Behavioral Economics and Nudging, Behavioral Sciences, Choice Architecture and Change**
  ed. no. 7, Scientific Director Prof. P. Moderato
- **Neuromarketing, Consumer Neuroscience and Market Research**
  ed. no. 5, Scientific Director Prof. V. Russo
- **Corporate Public Relations (MARPI)**
  ed. no. 24, Scientific Director Prof. E. Invernizzi, Prof.ssa S. Romenti
- **Social Media Marketing & Digital Communication**
  ed. no. 18, Scientific Director Prof. G. Di Fraia
- **Information Architecture and User Experience Design** (Rome)
  ed. no. 12, Scientific Director Prof. G. Di Fraia

IULM Communication's academic offering is being updated for the academic year 2025/26.

Study Tour

As part of its Master's programmes, IULM Communication School offers students the opportunity to specialise by coming into direct contact with international contexts through Study Visits abroad. These programmes give students a unique experience in the most significant places for their sector.

The programmes, which vary in duration and objectives, include specific training sessions with professionals that accelerate the student's personal and professional growth by applying the theoretical tools learnt during the year in the field.

Destinations include: Alicante, Amsterdam, Athens, Barcelona, Berlin, Mexico City, Dubai, Dublin, Glasgow, London, Los Angeles, Miami, New York, Paris, Tampere, Warsaw, Seville, Dortmund, Tel-Aviv, Washington D.C.

Resources and services
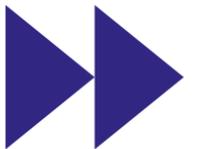
Orientation, tutoring and counselling

Incoming orientation

The Orientation, Tutoring and Counselling Office helps the students to choose the course of study that best matches their talents; after the enrolment, the office provides the students with specific orientation and tutoring services to guide them during their studies.

There are several occasions offered by the Orientation Office where the students can get to know the university. Besides the open days held in the campus in Milan and the meetings organised in high schools, the students have the chance to:

- book **individual meetings** to understand which course of study may fit them best;
- take part in a series of **activities held online** aimed at clarifying any possible doubts: Q&A sessions, webinars and orientation meetings;
- take part in the J**unior Winter School** and the **Junior Summer School**: free lessons held by IULM teachers, where it is possible to explore our Bachelor's degree courses.

Tutoring and counselling

A team of senior students, **Peer Tutors**, is available to support freshers in the delicate moment of integration into university life through individual and group interviews. The Peer-to-Peer Tutoring section is a student-to-student programme which offers advice on studying, and organises meetings aimed at discussion and socialisation.

Throughout the year, IULM organises seminars aimed at developing transversal skills that are useful for successfully undertaking university studies:

- **Study method**: now in its 14th edition, the seminar is held in both November and March and aims to help students develop an effective study method in view of exam sessions;
- **Emotional wellness**: meetings aimed at dealing with normal changes in emotions and thoughts about one's self;
- **Group coaching and psychological support courses**, organised in small groups, aimed at increasing awareness, personal effectiveness and the ability to focus on objectives, with the aim of facilitating choices for the realisation of one's university and professional project and developing new adaptation strategies.

infopoint: infopoint@iulm.it

toll-free number: 800 363 363

discover our open days

Career service and business relations

A bridge to the world of work

Università IULM has always been committed to training young professionals who are ready to enter the job market. Our Career Service and Enterprise Relations Office provides career counselling and puts our students and graduates in touch with companies searching for talent. Not only do students have access to a network of accredited companies, but they can also take advantage of a number of valuable services as they prepare to transition from student life to working life:

- Curricular and extra-curricular internships in Italy and abroad
- Career Advisory Programmes aimed at offering students and graduates the opportunity to carry out a career assessment in order to evaluate and strategically orientate their own career paths
- Individual and group interviews for revising the students' CV
- Review of LinkedIn profiles to optimise digital personal branding of students and graduates
- Simulation of selection interviews with constructive feedback to highlight possible areas for improvement, in order to increase the ability to deal successfully with career paths
- Jobiri, our digital Career Centre, offered to all students and graduates, which allows them both to work in complete autonomy (e.g. to create their CV or to conduct mock interviews in Italian and English) and to book one-to-one appointments with our Career Advisors
- Project Work with important partners of the University aimed at carrying out activities both in the classroom and in the company, combining theoretical and practical aspects
- Events involving companies, students and graduates to promote networking activities, and internship and job offers: company presentations, company visits, recruiting events and classroom presentations
- Online Career Days dedicated to specific Faculties and Degree Courses and in-person Career Fairs

open to students, graduates and undergraduates from the entire University
- Job Fitness Centre to enhance students' soft skills by conducting group and individual assessments in order to prepare participants for the world of work by enhancing individual characteristics, skills and interests
- Internationalisation of university studies in order to successfully prepare for professional assignments in structured and multinational contexts

Career Service Italia:
02 89141 2881 / 2583
careerservice.italia@iulm.it

Career Service Abroad:
02 89141 2686 / 2397
careerservice.abroad@iulm.it

Events with companies:
02 89141 2422
eventi.careerservice@iulm.it

Internships in Italy:
02 89141 2340
stage@iulm.it

Internships abroad:
02 89141 2276
internship@iulm.it

DiversaMente: disability and SLD

diversaMENTE

One of Università IULM's priorities is to develop **inclusion policies**: much can be done to reduce the difficulties arising from disabilities and it is essential to change attitudes. Diversity has to be seen differently i.e. with a "different MINDset", hence the name "diversaMENTE", given to IULM's office for disability and SLD services that has been set up to listen to the requests of students with disabilities and SLD, to meet their needs and develop strategies that support individual learning needs.

Services include:

- Freshers orientation: support for students in choosing the degree course that suits them best
- Individual welcome meeting
- Technical and IT tools
- Support in requests for e-books
- Student support in relations with teachers
- Support to the exemption requests for students who have a disability equal to or higher than 66% and/or a valid handicap assessment record
- Academic support through personalised study plans
- Orientation and mobility courses for visually impaired students
- Compensatory and dispensary measures
- SLD support
- Meeting with a psychologist to develop a strategic plan (for SLD students)
- SuperReading, a reading course with a special focus on students with learning disabilities
- Courses on study methods and concept maps for students with SLD
- Discounted initial diagnosis and SLD diagnostic update for IULM students at the Euresis Centre
-

While waiting for specific legislation, students with ADHD and Autism can apply to the diversaMENTE office for specific support for their university studies.

Euresis Centre

The Euresis Centre for the diagnosis, intervention and research on SLDs, collects and develops the experience gained by Università IULM in the field of inclusivity.

- It promotes a series of **research activities** aimed at supporting forms of inclusion at an educational and social level.
- It carries out **support work for students with SLD** with interventions in the diagnostic field (thanks to a team authorised by Regione Lombardia) with tutoring services, support and training courses with research projects on new intervention procedures.
- It promotes the **Super Reading** course, for which IULM University has the exclusive rights for Italy, for learning strategic reading.
- It organises **training courses** for teachers, tutors and professionals.
- It supports a commitment to **multidisciplinary research** and **internationalisation**.

The Centre is open to the community and accepts requests from individual users and private and public institutions.

For information:

diversamente@iulm.it

02 89141 2200

IULM International

Build your future in the world

Università IULM's aim is to prepare and nurture knowledgeable professionals capable of facing the challenges of a rapidly changing world and seizing the opportunities that emerge from **international markets and scenarios**. A concrete commitment to tackling contemporary issues, for the development of future global citizens.

The university promotes and manages projects related to internationalisation, organises information sessions, meetings and intensive programmes and takes part in initiatives that foster intercultural exchange and the development of professionals for the world market.

To this end, through the Erasmus, Exchange, Semester Abroad, Summer Schools mobility programmes, participation in major European projects and the creation of profiled programmes, IULM encourages its students to enrich their education in international contexts with **opportunities for periods of study and work abroad**.

This has been made possible through IULM's ever-growing network of exchange agreements, dual degrees and partnerships with more than 300 universities, institutions, companies and international organisations.

Università IULM offers its students the opportunity to **gain high-profile experience around the world** and every year organises study tours and curricular internships in all five continents.

Furthermore, IULM believes that internationalisation starts "at home", with an inclusive, multicultural and open-minded approach. For this very reason, IULM is committed in shaping an innovative global mentality within its international community and prepare the citizens of tomorrow.

02 89141 2345

Living at IULM Experiencing IULM

University is not just classrooms and lecture halls. It is also a place where you can spend part of your life enjoying yourself and planning the future. Where you can experience, discover, communicate. Not just a University but a world of opportunities and resources made just for you.

IULM accommodation

IULM accommodation

On the university campus, Università IULM offers its students the possibility of staying in the comfortable Residence Santander or the Residenza Cascina Moncucco.

Residence Santander offers 70 twin rooms as well as 4 single rooms for disabled students with an Internet connection. There is also a living area with two large study rooms and a "coffee corner". IULM's residence hall is the ideal study environment for students and is where they can enjoy their free time. Students can apply to the Fees, Grants and Scholarships Office for accommodation at the Residence Santander through a call for applications that is usually published by June.

Residenza Cascina Moncucco accommodates about 100 IULM students (in 38 twin rooms, with 5 rooms for disabled students) and serves as a venue for cultural and educational events that are open to the local community. The indoor and outdoor spaces also host cultural events that are organised by IULM and are open to the city of Milan. This initiative is of great social value and could serve as a model for other projects of a similar nature. Students can apply to the Fees, Grants and Scholarships Office for accommodation at the Residenza Cascina Moncucco through a call for applications that is usually published by June.

IULM 6

IULM 6 is the latest addition to the IULM's buildings on campus. This space has been designed to promote the exchange of knowledge and the fusion of cultures – and the whole city is invited.

Harmony and colour, lights and lines, space and glass, simplicity and elegance. These are the features of this complex which is also open to the city of Milan as a gathering place for the local community. The Auditorium, the Sala dei 146 and a large exhibition space are prestigious venues for concerts, congresses, and artistic and cultural events. This is how IULM has further cemented its role as a multifaceted cultural centre for the city of Milan.

Facilities, Services, Initiatives

- **Agorà**
  Aula Magna and Auditorium for conferences, presentations and cultural events.

- **Cultural initiatives**
  Work with IULM Radio and IULM Play, take part in a group of creative writing or our theatre workshop: Università IULM offers you all of this and more.

- **University Library and Video Library**
  Over 150,000 books, more than 1,050 periodicals and 13,000 audiovisual resources. An extensive study space for all IULM students.

- **Libraccio bookshop**
  Text books and more: a place where you can stay up to date on the arts and culture.

- **Centro Universitario Teatrale - CUT**
  CUT IULM is a centre for theatrical experimentation that promotes creativity, group relations and brings students closer to practices of live performance.

- **IULM choir**
  The official choir made up of Università IULM's students, professors and staff.

- **Infopoint**
  An answer to all of your questions: service available from 9 am to 5 pm.
  Toll-free number 800 363 363 – from abroad +39 02 89141 2590 - infopoint@iulm.it

- **IULM Fitness Center**
  The University gym with a cardio/weights room and a fitness room for courses.

- **IULMovie LAB**
  A production centre that can cover everything from the creation of advertising concepts to the production of actual corporate films, from the formulation of short and dynamic proposals for web platforms, to the drafting of briefs and scripts that can appeal to heterogeneous audiences.

- **IULM Print**
  The University's copy centre.

- **IULM Sport**
  Supports and encourages sport in the University.

- **IULM Store**
  IULM-labelled apparel, accessories, office supplies and gifts.

- **Teaching and Research Laboratories**
  Multimedia Lab, "Behavior and Brain Lab" Research Centre, IULM AI Lab, Journalism Lab, Film/TV production room and sound stage, CUT University Theatre Centre.

- **Master X**
  The newspaper published by the students attending the Master's course in Journalism.

- **Language gym**

- **Radio IULM**
  Your University's web radio.

- **Restaurant & Cafè**
  Restaurant, bar, literary cafè, and the new IULM Food Academy restaurant, for a break between one lesson and another.

- **Coworking spaces**
  Spaces dedicated to study groups.

- **Tutoring**
  Peer-to-peer tutoring, psychological counselling and support to students with disabilities.

- **Wireless IULM**
  Wireless Internet to access the web whenever you want.

Cascina
Moncucco

M2

IULM
7

VIA O. VALLA

VIA P. FILARGO

IULM
3

VIA F. RUSSOLI

VIA MONCUCCO

IULM
1

IULM
6

VIA C. BO

SEDE SSML
CARLO BO

IULM
5

IULM
4

VIA E. CALINDRI

VIA SANTANDER

IULM
2

Residence
Santander

Admissions

Per garantire un buon rapporto numerico e qualitativo docente - studente, fondamentale per la crescita dell'allievo, IULM ha da lungo tempo applicato la strategia del numero programmato.

Admissions to Bachelor's degree courses

The numbers of places available for the academic year 2025/2026 are as follows:

Arts and Cultural Events	250 places
Fashion and Creative Industries	250 places
Tourism, Management and Culture	200 places
Mediation, Interpreting and Intercultural Communication*	250 places
Languages, Culture and Digital Communication	100 places
Communication, Media and Advertising	530 places
Comunicazione d'impresa e Relazioni pubbliche* (in Italian)	500 places
Corporate Communication and Public Relations* (in English)	240 places

Also for the academic year 2025/26 applicants will take an admissions test before being admitted to the bachelor's degree programmes. The test can be taken by applicants with a high school diploma or by students in their fourth or fifth year of high school (except for applicants for the course in Mediation, Interpreting and Intercultural Communication, who must have a high school diploma or be in their fifth year of high school).

The application for the test must be submitted via the online procedure and requires payment of a fee of 110 euros.

The test registration fee will not be refunded under any circumstances.

For the Bachelor's degree courses in **Languages, Culture and Digital Communication**; **Mediation, Interpreting and Intercultural Communication** and **Arts and Cultural Events** the test is **not selective**, but is simply designed to determine the applicant's personal skills. Only if there are more applicants than places available for the programme will test results be used to draw up a ranking list of candidates.

In order to be admitted to the degree course in Arts and Cultural Events, it is compulsory to take an English language assessment test.

For the Bachelor's degree courses in **Corporate Communication and Public Relations**; **Communication, Media and advertising**; **Fashion and Creative Industries and Tourism**, **Management and Culture**, the test is **selective**. with admission granted in accordance with a ranking list based on scholastic merit and the admissions test result.

In order to be placed on the ranking list, it is compulsory to take an English language assessment test.

For the Bachelor's degree course in **Corporate Communication and Public Relations taught in English**, the test is **selective** with admission granted in accordance with a ranking list based on scholastic merit and the admissions test result. Applicants must have at least a B2 (CEFR) level of English to take this test).

Admissions to Master's degree courses

The numbers of places available for the academic year 2025/2026 are as follows:

Art, Valorization Strategies and the Markets	100 places
Hospitality and Tourism Management	100 places
Translation Interpreting and Digital Communication*	150 places
Marketing, consumi e comunicazione (in Italian)	180 places
Marketing, Consumer Behaviour and Communication (in English)	60 places
Television, Cinema and New Media	100 places
Strategic Communication (in English)	100 places
Artificial Intelligence for Business and Society	65 places
Fashion Communication and Luxury Strategies (in English)	100 places

The following may apply for admission:

- students holding a Bachelor's degree;
- students enrolled in a Bachelor's degree programme who plan to graduate no later than 31 December 2025 (in a session of the academic year 2024/2025).

The application for the test must be submitted via the online procedure and requires payment of a **fee of 110 euros.**

All applicants, both those coming from IULM University courses and those coming from other universities, must submit an application for enrolment in the test and pay the corresponding fee. The test registration fee will not be refunded under any circumstances. Admission tests will be held in several sessions until all available places are filled. For each Master's degree course, the admission requirements, the procedures to be followed and the dates on which the tests will be held are indicated in the respective regulations published on the university website.

Enrolment for international students

International students permanently resident abroad who wish to attend a Bachelor's or Master's degree course at Università IULM must submit the documents relating to their qualifications (final high school diploma and/or foreign university degree and corresponding transcript of exams taken) using the website **apply.iulm.it.**

Students holding a foreign qualification and permanently resident in Italy who wish to attend a Bachelor's degree course at Università IULM must submit the documents relating to their qualifications (final high school diploma and corresponding transcript of exams taken) using the website **myiulm**.

Students holding a foreign qualification and permanently resident in Italy who wish to attend a Master's degree course at Università IULM must submit the documents relating to their qualifications (degree certificate and corresponding transcript of exams taken) and contact **admission@iulm.it.**

Following the positive assessment of the documents, students will be guided through the admission process to our Bachelor's and Master's degree programmes.

For information on international enrolment please refer to: **admission@iulm.it**

Tuition and fees for students enrolled for the a.y. 2025/26

Università IULM has decided to use "ISEE Universitario" parameters to determine what families have to pay for tuition for the 2025/2026 academic year (ISEE is a measure of a family's financial status).

Regulations covering how tuition rates are assigned for the 2025/2026 academic year can be found on the IULM website.

Tuition and fees are paid in three instalments: the first at enrolment, the second by 13 December 2025 and

the third by 31 March 2026. Students enrolling in any Italian university must pay a regional fee for the right to university education, which is currently €140 (a €16 revenue stamp must be added to this amount).

The Lombardy Regional Government is responsible for determining the amount of this fee, as well as who is exempt and how refunds are to be processed.

Bachelor's programmes

figures in €

	Band I up to 13.000	Band II 13.001/23.000	Band III 23.001/33.000	Band IV 33.001/43.000	Band V over 43.000
1st instalment at enrolment	1.600,00	1.600,00	1.600,00	1.600,00	1.600,00
Regional fee and revenue stamp	156,00	156,00	156,00	156,00	156,00
2nd instalment by 13/12/2025	1.400,00	2.200,00	3.000,00	3.800,00	4.600,00
3rd instalment by 31/03/2026	500,00	925,00	1.350,00	1.775,00	2.200,00
Total	3.656,00	4.881,00	6.106,00	7.331,00	8.556,00

Master's programmes

figures in €

	I Fascia fino a 13.000	II Fascia 13.001/23.000	III Fascia 23.001/33.000	IV Fascia 33.001/43.000	V Fascia più di 43.000
1st instalment at enrolment	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00
Regional fee and revenue stamp	156,00	156,00	156,00	156,00	156,00
2nd instalment by 13/12/2025	1.700,00	2.600,00	3.500,00	4.400,00	5.300,00
3rd instalment by 31/03/2026	700,00	1.150,00	1.600,00	2.050,00	2.500,00
Total	4.556,00	5.906,00	7.256,00	8.606,00	9.956,00

International students

There is a single contribution band for students of foreign nationality, and for students with Italian citizenship or dual citizenship, whose family reside and have assets and earnings abroad. International students can benefit from dedicated financial support to support their academic studies:

Working students

IULM supports students balancing study and work by promoting lifelong learning, and therefore the enrolment of working students.

Students can opt for part-time enrolment, which requires half the number of credits to be completed in one year and doubles the number of years that the student will be enrolled (tuition and fees are adjusted accordingly).

Regulations on part-time enrolment can be found on the IULM website.

IULM pro-Athletes

If you're a student-athlete, IULM has created a programme just for you! It's called IULM pro-Athletes, designed to ensure you receive a top-tier education while pursuing your passion for professional sport. The IULM pro-Athletes programme rewards both your academic dedication and athletic achievements, aiming to remove the barriers that often prevent athletes from continuing their studies.
If you meet the academic and athletic criteria, you'll receive specific support and benefits that reflect your commitment to sport.

Bachelor's programmes

figures in €

1st instalment at enrolment	1.600,00
Regional fee and revenue stamp	156,00
2nd instalment by 13/12/2025	4.600,00
3rd instalment by 31/03/2026	2.200,00
Total	8.556,00

Master's programmes

figures in €

1st instalment at enrolment	2.000,00
Regional fee and revenue stamp	156,00
2nd instalment by 13/12/2025	5.300,00
3rd instalment by 31/03/2026	2.500,00
Total	9.956,00

Scholarships, grants and financial support

The Fees, Grants and Scholarships Office provides services that facilitate access, attendance and regularity of studies for capable and deserving students who lack the financial resources:

• Scholarships
• Accommodation Catering service
• Financial support for international mobility
• Financial support for students with disabilities
• Special grants

Opportunities for enrolled students

Scholarships and other forms of financial aid

Each year, IULM's Board of Directors puts procedures into place to cover enrolment and other fees for deserving students without adequate financial means. In addition, there are other forms of financial aid, such as aid to help deserving students have access to university services, or grants to help students conduct research abroad for their final thesis or for internships abroad.

20% exemption, for the first year of enrolment, is given to students who graduate with full marks from high school in the 2024/2025 school year. This exemption is also given to students who graduate cum laude with a three-year degree from Università IULM or SSML Carlo Bo.

Università IULM has also decided to assist families with more than one child enrolled in the university, by offering a 30% reduction in tuition fees for each sibling who enrols after the first child.

Scholarships are also awarded to deserving students whose financial status falls under the provisions of regional and national laws on the right to university education

We'll give you credit

Students interested in paying their IULM University enrolment fees in instalments can access a loan to pay instalments, including the first one, up to a maximum amount of € 3,000 per instalment. There are no processing fees. Students wishing to benefit from the loan must apply at the on-campus branch of our partner bank, the Banca Popolare di Sondrio.

Enrolled students who have accumulated at least 30 CFUs may apply for the IULM Card to continue paying in monthly instalments.

Students also have the possibility of taking out loans on preferential terms through the BNL Futuriamo initiative, the loan designed by BNL Gruppo BNP Paribas to support student and family projects, and through Intesa per Merito, a solution that allows eligible students to finance university tuition fees, accommodation and board for students living away from home as well as the cost of purchasing IT equipment.

Financial aid for international students

International students, i.e. those whose family nucleus resides and generates income and assets abroad, can benefit from dedicated financial aid (fee and contribution waivers, scholarships) on the basis of merit and/or economic situation. In order to meet accommodation needs, a number of places are also reserved in the University Residences.

For information:

dirittoallostudio@iulm.it
fascia.contributiva@iulm.it

admission@iulm.it

IULM
Alumni

IULM ALUMNI is an autonomous and independent association that promotes and fosters **relations between IULM graduates, institutions and companies**.

At the end of your studies, you too will become part of the large community of IULM graduates, whose mission is to make the most of the skills acquired at the University in order to build the future of the professions together.

A network of **over 50,000 graduates** to stay in touch, meet other professionals and generate new opportunities for growth and continuing education. A place where you can discuss current issues, where you can cultivate your curiosity and passion through continuous training, and where you can keep alive the spirit of belonging to the IULM community.

Once a IULM graduate, always a IULM graduate! #orgoglioIULM

linkedIn:
IULM Alumni

Facebook:
@aliulm

Instagram:
@_aliulm_