



Master's Degree Course in Strategic Communication Regulations for Admission 2023/2024

From **26 November 2022**, the following categories of candidates will be able to apply for admission following the online procedure explained on this page in the section "[Application for admission](#)":

- *internal graduates and undergraduates*: graduates or students enrolled for the academic year 2022/23 who expect to graduate before the autumn session for the academic year 2022/23 (i.e. before 31 December 2023) in the following degree courses:
 - *Public Relations and Corporate Communication*
 - *Comunicazione d'impresa e relazioni pubbliche (in Italian)*
 - *Corporate Communication and Public Relations (in English)*
- *external graduates and undergraduates*: graduates from other universities or from IULM in courses other than those listed above, students enrolled at other universities or at IULM on courses other than those listed above for the academic year 2021/22 who expect to graduate before the autumn session for the academic year 2021/22 (i.e. before 31 December 2023);
- *foreign graduates*: Italian or foreign citizens (EU and/or non-EU) in possession of a foreign admission qualification obtained in Italy or abroad. Student records will be assessed on an individual basis for students expecting to graduate by 31 December 2023.

Number of places available for the academic year 2023/2024

100 places

Admissions test fee

Registration for the test requires payment of a fee of €100. The test enrolment fee is not refundable under any circumstances (with the exception of failure to take the test due to the exhaustion of available places or at the behest of the University's governing bodies). Failure on the part of the candidate to participate in the test for any reason whatsoever does not constitute grounds for reimbursement.

Non-payment of the participation fee or payment after the deadline set for each session will preclude admission to the test.

Curricular requirements for admission

The Registrar's Office will verify that graduates or undergraduates meet the following curricular requirements:

1) to have been awarded or be about to be awarded a **first-cycle university degree** in one of the following **Degree Classes (or equivalent)** or an equivalent foreign degree qualification:

- L-1 Beni culturali (Cultural heritage)
- L-10 Lettere (Arts)
- L-11 Lingue e culture moderne (Modern languages and cultures)
- L-12 Mediazione linguistica (Language mediation)
- L-16 Scienze dell'amministrazione e dell'organizzazione (Administration and organisation)
- L-18 Scienze dell'economia e della gestione aziendale (Economics and corporate management)
- L-19 Scienze dell'educazione e della formazione (Education and training)
- L-20 Scienze della comunicazione (Communication)
- L-24 Scienze e tecniche psicologiche (Psychology)
- L-33 Scienze economiche (Economics)
- L-36 Scienze politiche e delle relazioni internazionali (Politics and international relations)

- L-37 Scienze sociali per la cooperazione, lo sviluppo e la pace (Social sciences for cooperation, development and peace)
- L-40 Sociologia (Sociology)

Or, for candidates who have graduated or are about to graduate in **subject classes other than those listed above:**

2) to have acquired or be about to acquire at least **60 CFU credits in one or more of the following scientific-disciplinary sectors** (as part of their three-year degree course, or by passing single university courses, or by obtaining a university master's degree):

- IUS/07, IUS/09
- L-LIN/12
- SECS-P/01, SECS-P/02, SECS-P/03, SECS-P/05, SECS-P/06, SECS-P/07, SECS-P/08, SECS-P/09, SECS-P/10, SECS-P/11, SECS-P/13
- SPS/01, SPS/04, SPS/07, SPS/08, SPS/09, SPS/11, SPS/12
- SECS-S/01, SECS-S/02, SECS-S/03, SECS-S/04, SECS-S/05, SECS-S/06
- MAT/05, MAT/06, MAT/08, MAT/09
- M-PSI/01, M-PSI/05, M-PSI/06
- INF/01

Applications will not be accepted from graduates from **AFAM Institutes (Istituzioni di Alta Formazione Artistica, Musicale e Coreutica)**.

Applications from **students or graduates of SSML Institutes (Scuole Superiori per Mediatori Linguistici)** will be assessed on an individual basis considering the applicants' study plans and in accordance with the provisions of the relevant rules and regulations. Before completing the application for admission online, SSML applicants must send a detailed exam certificate by email to: segreteria.magistrali@iulm.it.

Only after approval by the Coordinator for Master's Degree Courses will applicants be able to apply for admission online.

Language requirement: knowledge of the English language to at least level B2

Proof of English language proficiency to a level of at least CEFR level B2 must be provided in one of the following ways:

- obtaining one of the following language certificates after 1 January 2021: IELTS with a score of at least 5.5; TOEFL iBT with a score of at least 87; Cambridge English with a score of at least 165
- obtaining (in Italy or abroad) a Bachelor's degree in a course held in English
- passing the Linguaskill test at IULM University with a score of at least 165 (only for candidates from IULM University courses)
- passing the Assessment Test* with a grade of at least level B2 (offered at no extra cost by IULM University for candidates with neither of the previous requirements)
- having already passed the Assessment Test at IULM University with a grade of at least B2 in one of the admissions sessions of the academic year 2022/23 (and in any case not before 1 February 2022)

* All categories of candidates (internal, external, foreign) who do not meet any of the above requirements will be invited to take the Assessment Test (Oxford Placement Test, offered online at no extra cost by IULM University) on one of the following dates:

- 1st session: 17 and 24 February 2023
- 2nd session: 4 and 12 April 2023
- 3rd session: 9 June 2023 (only if places still available or only for non-EU students)
- 4th session: dates to be defined only if places still available or only for non-EU students

Knowledge of the Italian language

Candidates who are not native speakers of Italian and/or non-Italian citizens are required to declare their level of knowledge of the Italian language when applying for the admissions test, and they must obtain by the end of their

course of studies the required qualification attesting to their good written and oral knowledge of at least one language spoken in the European Union, in addition to Italian.

In this regard, candidates who are not native speakers of Italian and/or non-Italian citizens should read the "[Regulations for the assessment and acquisition of knowledge of the Italian language](#)" published on the University website.

Admissions test sessions and deadlines for applications for admission

- 1st session: **6 March 2023**
- 2nd session: **27 April 2023**
- 3rd session: **22 June 2023** (only if places still available or only for non-EU students)

The application must be submitted by

- 1st session: 20 February 2023
- 2nd session: 5 April 2023
- 3rd session: 5 June 2023 (only if places still available or only for non-EU students)

Students who fail to pass the test in one session may apply for a subsequent session using the [online procedure](#), without having to pay a further test enrolment fee, subject to verification of the availability of places.

The dates of the tests already scheduled are subject to changes, which will be communicated to the candidates in advance.

The tests will be carried out online.

Criteria for admission

Internal graduates and undergraduates: graduates or students enrolled for the academic year 2022/23 who expect to graduate before the autumn session for the academic year 2022/23 (i.e. before 31 December 2023) in the following degree courses:

- *Public Relations and Corporate Communication*
- *Comunicazione d'impresa e relazioni pubbliche (in Italian)*
- *Corporate Communication and Public Relations (in English)*

who apply for admission in the first and second session will be placed in a ranking list (without taking any tests) according to the average mark obtained (rounded to two decimal places), considering:

- for undergraduates, the average mark of exams registered as of 20 February 2023, for at least 120 CFU credits and an average mark no lower than 25/30;
- for graduates, the average mark for the degree expressed as a mark out of 30 (the average mark obtained prior to taking the final degree exam) on condition it is no lower than 25/30.

Internal candidates who meet the above requirements must also meet the language requirement, i.e. knowledge of English to at least level B2 (see the paragraph *Language requirement: knowledge of the English language to at least level B2*), with the exception of internal candidates on the degree course in Corporate Communication and Public Relations.

A maximum total of 50 candidates will be admitted to the ranking list in the first two sessions. Should the quota reserved for internal graduates and undergraduates be reached, internal candidates who have been excluded will be able to take the same admissions test as external students (if necessary, even from the first session), and will follow the same admissions and selection criteria (without any differentiation between internal and external students).

Internal students who are unable to meet the above merit requirements (i.e. with an average mark lower than 25/30 as of 20 February 2023) will take the same admissions test as external students and, if they pass, will be included in the same ranking list as external students (see below).

Internal students on international mobility programmes in the first semester who intend to participate in the test in the first session must report this when presenting their application for admission, in order to be able to take into account (for the purposes of verifying the requirement of having acquired 120 CFU credits) the CFU credits gained abroad and awaiting approval.

In the sessions following the second session (subject to availability of places) internal students will take the same test as external students, and as a result a single ranking list will be drawn up based on the outcome of the test.

External graduates and undergraduates will take an oral admissions test. External undergraduates may take the test provided they have registered:

- for the first session at least 120 CFU credits as of 20 February 2023
- for the second session at least 120 CFU credits as of 5 April 2023
- for the third session at least 130 CFU credits as of 5 June 2023

Applicants who pass the test will be placed in a ranking list based on the result of the test. In the event of identical test results the eligible applicants will be ranked as follows:

- undergraduates will be ranked on the basis of the average mark awarded for exams registered as of the deadlines listed above for the three different sessions. For this reason external applicants will be required to produce certification of exams taken or a personal declaration, which is to be presented at the same time as the application for admission;
- graduates will be ranked on the basis of their degree mark converted into a mark out of thirty.

Applicants will be admitted to the ranking list up to the quota of places available for each session.

For the purposes of drawing up the ranking list, it is compulsory for undergraduates, when submitting their application through the [online procedure](#), to send a personal declaration of certification with the list of exams taken and the average grade as of 20 February for the first session, as of 5 April 2023 for the second session, and as of 5 June 2023 for the third session.

Any places not filled by the quota of internal candidates may be allocated to the quota of external candidates.

Foreign graduates: The candidate's individual knowledge and skills will be assessed by means of a written paper (of no more than 1400 words) based on a case study assigned after the verification of the curricular requirements. The case study assesses the level of knowledge of basic communication and marketing concepts. Foreign applicants who are not native speakers of English are required to present international language certification attesting to their level of English language proficiency to at least level B2 before taking the admissions test; alternatively, they must pass the Assessment Test with at least level B2.

Eligible foreign students will be assigned places outside the ranking list available for external applicants in the first session, or places in the single ranking list in subsequent sessions.

Confirmation of enrolment

Matriculation will be confirmed upon payment of the first instalment.

Students admitted in the first session must complete matriculation by **31 March 2023**.

Students admitted in the second session must complete matriculation by **16 May 2023**.

Students admitted in the third session must complete matriculation by **6 July 2023**.

Depending on the number of admissions and the number of remaining places, the deadline for registration may be shortened to allow the scrolling of the ranking list.

For internal students enrolled in the third year of their degree course in the academic year 2022/23, applicants for the first session for matriculation in the Master's Degree Courses for the academic year 2023/24, the deadline for payment of the third instalment for the academic year 2022/23 is deferred to 20 April 2023 (instead of 31 March).

For students not yet in possession of a degree certificate, matriculation is to be considered "conditional" on obtaining the degree. Students with a conditional offer are obliged to communicate, through the [online services](#), the date and grade of the degree obtained as soon as they are announced, and to attach a copy of the degree certificate (or self-certification) as soon as it is available, and in any case no later than 31 December 2023.

Students unable to complete enrolment owing to failure to obtain a degree qualification before 31 December 2023 will have their enrolment officially annulled. **Under no circumstances will the first instalment or the enrolment fee for the admissions test be refunded.**

Recommended bibliography for test preparation

The admissions test will be based on the topics of Fundamentals of Statistics and Marketing, and will consist of an oral test held in English.

Marketing

Kerin R., Hartley S., Rudelius W., Marketing, McGraw-Hill.

Fundamentals of Statistics

Sullivan M., Fundamentals of Statistics (chapter 1 – chapter 4), Pearson.

The topics covered in the chapters mentioned can also be studied or revised in other similar manuals on the same subjects.

Applicants with disabilities and Specific Learning Disorders (DSA)

In order to guarantee equal opportunities in carrying out the tests, applicants with disabilities in possession of a certificate of civil incapacity and/or recognition of the state of disability pursuant to Law 104/92, and applicants with Specific Learning Disorders (DSA), in possession of DSA certification pursuant to Law 170/2010 will be able to upload the documentation in PDF format during the online test enrolment procedures. The documentation must be currently valid and legally compliant. Specific requests for dispensation and/or compensatory measures for the admissions test must be submitted at least 7 days in advance by sending an e-mail to the diversamente service.

For any further clarifications or needs, please contact the diversamente office at: diversamente@iulm.it tel. 02.891412200.

Contacts

For information regarding application procedures and related administrative matters please visit our website: [New students](#) - Enrolments – Master's Degree Courses, or contact the Registrar's Office: email segreteria.magistrali@iulm.it