



**IULM University
Faculty of Communication**

**Course of Studies in Comunicazione d'impresa e relazioni pubbliche
Class type: L-20 Scienze della comunicazione
English course name: Corporate Communication and Public Relations**

**ACADEMIC REGULATIONS OF THE COURSE OF STUDY FOR THE COHORT ENROLLED IN
THE ACADEMIC YEAR 2023/2024**

Presentation

The course of study in Corporate Communication and Public Relations prepares professionals capable of managing the relationship processes that companies and public and private organisations maintain with their stakeholders to increase visibility and strengthen reputation, create and manage brands, maintain valuable customer relationships and support sales.

Graduates work in all areas of communication: marketing, corporate and institutional communication, business and internal communication. They can use all communication tools, from advertising to unconventional communication, events, and social media, necessary to interact with customers, business and industry partners, institutions, public decision-makers, local communities, citizens, journalists, media, and influencers. They can also define communication strategies and plans and evaluate their results.

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

The course is divided into two curricula: one in Italian and one in English, identical in their objectives and training content.

Particular attention is paid to developing digital skills and the use of Artificial Intelligence necessary in today's media environment, command of foreign languages and intercultural skills to cope with the globalisation of communication processes and personal communication skills such as professional writing.

Teaching is based on a solid integration of lectures, discussion of business cases, exercises and workshops. The teaching is carried out by university professors and professionals from companies and communication agencies.

The course of study is spread over three years. After passing all the profit and final examinations for 180 CFU (university credits), the student obtains the degree.

Specific educational objectives and course description

The course of studies in Corporate Communication and Public Relations in the Communication Sciences degree class aims to train graduates with solid preparation in managing corporate communication processes. This professional field integrates a wide range of disciplinary specialisations. Graduates are given a grounding in the models, strategies, processes and tools used by companies and public and non-profit organisations.

The sound theoretical and conceptual preparation combined with professionalising teaching and teaching methods that allow the consolidation of all-round competencies enable the graduate to be ready both for entry into the world of work in junior positions and for continuing studies in Master's degree programmes.



Course description

In the first year, students acquire the basic knowledge to understand the dynamics of the media, digital trends and the evolution of the consumer for the conscious insertion in a corporate context and the understanding of the communication processes between the company, its stakeholders in general and consumers in particular.

The second year is focused on learning skills that enable the graduate to analyse the market (statistics and market research) and define market presence strategies (marketing). In addition, the skills of reading trends of change in society and the impact of technologies are developed, as well as those of reading and interacting with the consumer through knowledge of neuromarketing. Communication skills are reinforced through a professional writing workshop.

The third year is professionally oriented and is organised in workshops on public relations, creativity and public communication. It also provides for the consolidation of economic and managerial skills with an in-depth study of the dynamics of organisational systems and the framework of public and private law.

Over the three years, the student acquires increasing proficiency in English and a second foreign language. For the Italian language pathway, the student's level of English will reach a level comparable to B2 of the CEFR. For the English language course, the student enrolls with an English level equivalent to B2 of the CEFR and will attain a level comparable to C1 of the CEFR at the end.

In the second and third years, the student includes three subjects from the wide range in their study plan. A substantial part of the elective courses is delivered in English to support the ability to interact in international professional contexts in particular for the students enrolled in the Italian curricula.

At the end of the course, the student draws up the final examination, i.e. an individually written paper on a topic related to one of the subjects included in the Study Plan, under the supervision of a lecturer.

Second foreign language for international students enrolled in the English curricula:

The second foreign language will be compulsorily Italian for international students enrolled in the English language course who have yet to establish an established level of command of Italian equal to or higher than B2 of the CEFR. The annual course consists of 80 academic hours resulting in a total of 6 CFU.

For all non-beginners a B2 level assessment test is scheduled. Part of the test will also include questions about the Italian culture.

The language assessment is an examination for both the performance and the assessment: the positive vote will exempt the student from attending the course and will confer the 6 credits provided for teaching.

Students declaring a beginner level or with no-knowledge of Italian, will not take the Italian assessment test.

Those students who hold a certification of proficiency in Italian language at least level B2, dating back no more than three years, are also exempt from the course of Italian as a second foreign language; the certification must be awarded by the CILQ (Italian Quality Language Certification) quality system association.

Exemption is also granted to the students holding a final four-year or five-year senior secondary school diploma awarded by Italian State or State recognised schools abroad.

Expected learning outcomes, expressed through the European Qualification Descriptors

Knowledge and understanding

The degree course provides its graduates with knowledge in the disciplines necessary to govern business communication processes. The economic and managerial skills enable graduates to enter a business context; those of sociology and psychology allow them to read and empathise with consumers and other relevant stakeholders; those specific to communication enable them to relate to stakeholders in general, the media system, and those offering specialised communication services.



In addition, the command of English and an intermediate preparation in a second foreign language, as well as the achievement of effective use of Italian for students admitted to the English curriculum with a level of knowledge of Italian below B2 of the CEFR, will enable the graduate to operate in a professional context increasingly characterised by an international horizon.

Applying knowledge and understanding

Ability to apply knowledge and understanding in managing communication and relationship processes between the company and its stakeholders.

This knowledge will be applied to designing and managing tools and initiatives for communication, public relations and advertising campaigns, both in traditional and digital and social contexts, private and public companies, non-profit organisations and institutions.

Making judgements

Ability to select, analyse and critically interpret data and information on issues relating to corporate communication and its various areas of specialisation to develop personal judgement based on awareness. This is achieved through the stimulation of autonomous data collection, analysis and interpretation skills, and workshops and exercises in the subjects that develop the specific knowledge of the degree course.

Communication skills

Training in business communication requires the student to develop personal skills in expressing content and managing relationships in a spirit of dialogue and mutual understanding. These skills include professional writing and, in particular, command of the genres of business writing and social media applications; the construction of multimedia messages with the combined use of words, images, graphics, and sounds; public speaking and communication in small groups.

Communication skills will be developed by attending workshops and carrying out exercises and group work that will enable students to learn how to transfer their knowledge and ideas to others, including non-specialists.

These skills will be provided for Italian, English, and a second foreign language.

Learning skills

The student will develop the autonomous learning skills that are indispensable both for accessing second-level training courses and for carrying out a process of continuous self-updating in the communication professions. This field is constantly and rapidly changing.

The development of the capacity to learn will be achieved within the curricular teachings through appropriate teaching and assessment methods that stimulate students to become aware that learning a body of knowledge is preparatory to developing the capacity to continue to learn independently and continuously in that same field.

The development of independent learning skills is the objective of the final examination, which is both a means of verifying the knowledge acquired by the student and the first opportunity to employ it in producing new knowledge.

Expected occupational and professional outlets

The leading professional families for graduates in Corporate Communication and Public Relations are the area of marketing communication and corporate and institutional communication, now present and increasingly relevant



in all companies, large and small, and increasingly also in non-profit organisations; and the area of companies offering specialised communication services.

The course prepares graduates to become:

- ***Professionals in marketing communication***

- a) *Function in a work context:* in line with the professional area of the course of study, that of integrated corporate communication, graduates may be placed in marketing communication in positions dedicated to the analysis of the needs of end and intermediate customers, to the strategic assessment of the positioning of goods and services in the markets and to the implementation of the operational plan for marketing and sales communication, with particular attention to the management of advertising campaigns. The placement can take place both in companies and public and non-profit organisations. Possible roles are all those that involve intense exposure to market communication processes, from listening to and interacting with end and intermediate customers. For example, junior product manager, junior brand manager, junior trade manager and sales account manager.
- b) *Skills associated with the function:* for entry into marketing communication, the skills acquired in the course of study enable the analysis of consumption and purchasing behaviour using market research data and surveys with neuroscientific techniques; the analysis of competitors through the understanding of the market context and patterns; the definition of the communication plan; and the analysis and evaluation of the results.
- c) *Job opportunities:* in marketing communication in large, medium-sized and small companies, non-profit organisations, public institutions, and communication agencies.

- ***Professionals in specialised communication service companies***

- a) *Function in a work context:* in companies providing specialised communication services, the graduate may be placed in junior positions responsible for the organisation of advertising and public relations campaigns, events, promotional initiatives and digital marketing and social media management activities. Possible roles include junior account manager, junior digital strategist, media relations specialist, event organiser, and sponsorship specialist.
- b) *Skills associated with the function:* for employment within communication service companies, the skills acquired in the course of study enable the understanding of processes and tools of the media system, the performance of liaison functions with client companies and operational activities for the implementation of communication initiatives with the various tools available today.
- c) *Job opportunities:* Agencies specialising in communication services, advertising, public relations, event organisation, and digital communication.

- ***Professionals in the corporate communication function***

- a) *Function in a work context:* the placement may be in positions dedicated to defining communication and relations plans with the company's external and internal stakeholders and managing their implementation and evaluation; to implementing communication initiatives such as events, relations with journalists and influencers, editorial plans for social media, tactics for sponsorships. The placement can take place both in companies and in public and non-profit organisations. Possible roles include corporate communications specialist, social media specialist, junior media planner, event organisation specialist, media relations specialist, and internal communications specialist.
- b) *Skills associated with the function:* for placement in the corporate communications function, the skills acquired during the course of studies enable knowledge of information sources, drafting documents aimed at communicating with all corporate stakeholders, particularly the media, and designing communication campaigns.
- c) *Job opportunities:* corporate communication function in large and medium-sized companies, non-profit organisations, public institutions, communication agencies



Regulations for admission

All information on the regulations for access to the degree course can be found at the following [link](#).

Organisation of the Degree Course

The Study Plan of the degree course in Business Communication and Public Relations is divided into three years, during which the student must acquire 180 CFU (university training credits) and includes compulsory educational activities and workshops, elective educational activities and the final exam.

The university training credit (CFU) represents the unit of measurement of the work required of a student for each activity carried out to obtain a university degree.

One year's work conventionally corresponds to approximately 60 credits. For example, for the typical training activity, which is the teaching course followed by an examination that assesses the quality and quantity of learning, the work performed by the student will naturally consist of the hours of lectures and supplementary teaching required by the teaching course, to which must be added the hours of personal study or in any case of non-formalised individual effort. Credits are acquired by passing examinations or other forms of assessment.

To obtain the degree, the student must acquire 180 credits by passing the examinations and getting the credits envisaged in the Study Plan concerning:

1. training activities and captive laboratories;
2. educational activities chosen by the student;
3. final examination.

The degree course is divided into two curricula with the awarding of university training credits.

Curriculum in Italian

Study Plans

1st YEAR

COMPULSORY SUBJECTS	SCIENTIFIC DISCIPLINARY SECTOR	CFU
Comunicazione d'impresa	SECS-P/08	9
Economia aziendale	SECS-P/07	9
Linguaggi della pubblicità	L-ART/06	6
Semiotica	M-FIL/05	6
Sistemi informativi e trend digitali	INF/01	6
Sociologia dei consumi e cultura d'impresa	SPS/09	6
Sociologia dei media	SPS/08	9
Professional English I	L-LIN/12	6



2nd YEAR

COMPULSORY SUBJECTS	SCIENTIFIC DISCIPLINARY SECTOR	CFU
Psicologia dei consumi e neuromarketing	M-PSI/06	9
Laboratorio di scrittura professionale	L-FIL-LET-10	6
Marketing	SECS-P/08	9
Sociologia del cambiamento nell'era digitale	SPS/07	6
Statistica e ricerche di mercato	SECS-S/03	9
Professional English II	L-LIN/12	6
Lingua e cultura seconda lingua straniera	L-LIN/04 L-LIN/07 L-LIN/14 L-LIN/21 L-OR/21	6

ELECTIVE COURSES		12
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3rd YEAR

COMPULSORY SUBJECTS	SCIENTIFIC DISCIPLINARY SECTOR	CFU
Economia politica	SECS-P/01	9
Istituzioni di diritto pubblico e privato	IUS/01	6
Laboratorio di Comunicazione pubblica e Public Branding*	SECS-P/08	6
Laboratorio di Relazioni pubbliche	SECS-P/08	6
Organizzazione d'impresa e gestione delle risorse umane	SECS-P/10	6
Laboratorio di creatività <i>Uno a scelta tra: Creatività e progettazione Tecniche di creatività pubblicitaria</i>	ICAR/13	9
Professional English III	L-LIN/12	6

*pending approval

ELECTIVE COURSES		6
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FINAL EXAM		6
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Curriculum in English

1st YEAR

COMPULSORY SUBJECTS	SCIENTIFIC DISCIPLINARY SECTOR	CFU
Corporate Communication	SECS-P/08	9
Management	SECS-P/07	9
Advertising	L-ART/06	6
Semiotics	M-FIL/05	6
Information Systems and Digital Trends	INF/01	6
Sociology of Consumption and Corporate Culture	SPS/09	6
Sociology of Media	SPS/08	9
Professional English III	L-LIN/12	6

2nd YEAR

COMPULSORY SUBJECTS	SCIENTIFIC DISCIPLINARY SECTOR	CFU
Consumer Psychology and Neuromarketing	M-PSI/06	9
Professional Writing (workshop)	L-LIN/10	6
Marketing	SECS-P/08	9
Social Change in the Digital Age	SPS/07	6
Statistics and Market Research	SECS-S/03	9
Professional Writing (workshop)	L-LIN/10	6
French/Spanish/German/Russian/Chinese/Italian* language and culture * Mandatory for non-native-speaking Italian students who do not possess B2 level of Italian.	L-LIN/04 L-LIN/07 L-LIN/14 L-LIN/21 L-OR/21 L-FIL-LET/12	6
ELECTIVE COURSES		12

3rd YEAR

COMPULSORY SUBJECTS	SCIENTIFIC DISCIPLINARY SECTOR	CFU
Economics	SECS-P/01	9
Introduction to Public and Private law	IUS/01	6



Communication Management in Public Sector (workshop)	SECS-P/08	6
Public Relations (workshop)	SECS-P/08	6
Organization Theories & HR Management	SECS-P/10	6
Creativity workshop <i>A choice between:</i> Creativity and design Creativity and advertising	ICAR/13	9
Public Speaking	L-LIN/12	6

ELECTIVE COURSES		6
GRADUATION PROJECT		6

RECOMMENDED ELECTIVE TRAINING ACTIVITIES ACTIVATED FOR THE ACADEMIC YEAR 2023/24	SCIENTIFIC DISCIPLINARY SECTOR	CFU
Artificial Intelligence (in English)	M-FIL/01	6
Business strategy (in English)	SECS-P/07	6
Communicating in critical situations (in English)	L-LIN/01	6
Comunicazione del settore non profit	SECS-P/08	6
Comunicazione sociale	SPS/11	6
Diversity, Equity and Inclusion (in English)	SECS-P/08	6
Dati, tendenze e società	SPS/07	6
Gestione degli eventi aziendali e sponsorizzazioni (both in Italian and English)	SECS-P/08	6
Influencer Marketing Strategies (in English)	SPS/08	6
Laboratorio di graphic design	SPS/09	6
Laboratorio di public speaking	L-LIN/01	6
Laboratorio di scrittura per web e social media	L-LIN/01	6
Marketing & Sales (in English)	SECS-P/08	6
Product innovation, consumption and marketing (in English)	SPS/09	6
Retail marketing innovation (in English)	SECS-P/08	6
Social Media Management per la comunicazione d'impresa (both in Italian and English)	SECS-P/08	6
Sociologia della moda	SPS/08	6
Donne e letteratura	L-FIL-LET/10	6

To obtain the 18 CFUs of the elective activities, students can choose from all the elective courses offered by the University's first-level study courses.



The approval of individual study plans is subject to examination by specific reference Committees appointed to this task by the Boards of the educational structures concerned, which also act as guidance structures. If their proposal is not deemed acceptable, the student has the right to be heard by the Committee.

Types and forms of teaching

Lectures are given face-to-face and may be supplemented by exercises, seminars and/or additional courses.

Attendance

There are no specific attendance requirements, although they are strongly recommended.

Assessment methods

Each course may include one or more courses/workshops (teaching modules). Assessment may also be carried out during the year and for parts of modules, as per the procedures set out in each syllabus or communicated by the course/workshop leaders at the beginning of the lessons, as established by the relevant teaching bodies. The total credits for each course are considered definitively acquired in the student's curriculum only after the final overall assessment has been registered.

Assessment is regulated by Article 18 of the University Teaching Regulations as follows:

1. The Faculties regulate the assessment procedures aimed at ascertaining the adequate preparation of the students enrolled in the courses of study for the continuation of their academic career and the acquisition by them of the credits corresponding to the educational activities followed. These assessments, which are always individual, must take place under conditions that guarantee the assessment's depth, objectivity and fairness concerning the teaching or activity followed and what is explicitly required for the test.
2. Assessments may give rise to a grade (examinations) or a simple judgement of approval or non-approval (aptitude tests).
3. The assessment tests may be oral and/or written, with computer support. In the event of an assessment based on a written test and an oral test, the result of the former cannot preclude the latter. In the case of an assessment based on a written test only, the student has the right to request a further oral assessment. In all cases, the tests, if oral, must be guaranteed to be open to the public, and the student must be able to view the paper relating to the written test.
4. Three sessions of examinations are scheduled in each year of the course. Therefore, It is impossible to hold examinations outside these sessions or to register the results of examinations taken in previous periods.
5. It is not permissible to repeat an examination that has been registered as a pass.
6. The final mark for the exam is expressed as a mark out of thirty, and the pass mark is 18/30. In addition to the maximum mark of 30/30, the Board of Examiners may award honours unanimously.
7. If the student has withdrawn or has not obtained a pass mark, the relative annotation is registered in the register examinations and the student's academic career record. It is highlighted in the documents sent to the Boards of Graduate Examinations without affecting the final average.

Procedure for registering examination results

The procedure for recording examinations is available at this [link](#)



Organisation of teaching activities and examination dates

The teaching calendar, lecture timetable and exam schedules are published on the university portal on the page for the [Degree Course](#).

The teaching organisation is on a semester-by-semester basis, and the semesters are divided into two lecture cycles.

ACADEMIC YEAR 2023/2024:

1st SEMESTER

1st CYCLE

2nd CYCLE

from 25 September to 22 December 2023

from 25 September to 4 November 2023

from 13 November to 22 December 2023

2nd SEMESTER

1st CYCLE

2nd CYCLE

from 19 February to 25 May 2024

from 19 February to 28 March 2024

from 15 April to 25 May 2024

Easter holidays: **29 March to 2 April 2024**

Method of conducting teaching activities

Course of 24 hours (3 CFU)

2/3 lessons per week of 2 academic hours, distributed over 2/3 days within a teaching cycle.

48-hour course (6 CFU)

2/3 lessons per week of 2 academic hours, distributed over 2/3 days within two teaching cycles of the same semester.

72-hour course (9 CFU)

3/4 lessons per week of 2 academic hours, distributed over 3/4 days within two teaching cycles of the same semester.

Course of 96 hours (12 CFU)

4/5 weekly lectures of 2 academic hours, distributed over 4/5 days within two teaching cycles of the same semester or 2/3 weekly lessons of 2 academic hours, spread over 2/3 days in both semesters.

For specific teaching requirements - duly approved by the lecturers - the Dean may authorise teaching methods other than those envisaged by the above format.

There will be 3 sessions of examinations, for a total of 8 examinations for each course, plus an examination session dedicated to international exchange students from 18 to 22 December 2023:

1st session

from 9 January to 17 February 2024 (3 exam dates)

2nd session

from 27 May to 4 July 2024 (3 exam dates)

3rd session

from 27 August to 21 September 2024 (2 exam dates)

There will be 3 graduation examination sessions, the periods of which will be defined by the academic calendar for each academic year.



Recognition of past careers of students who have withdrawn from studies

Students enrolled in the Degree Course in Business Communication and Public Relations who have withdrawn from studies (at IULM or another university) may have their previous careers recognised based on the following criteria:

1. correspondence in terms of CFUs of the activities previously carried out by the student compared to the Course of Study's requirements;
2. correspondence of the course programmes of the examinations passed and verification of the non-obsolence of the credits previously acquired. Only those examinations whose pass date is at most five academic years from the date of the request for recognition can be recognised.

Recognition of study periods abroad

The methods for recognising educational work performed abroad are regulated as follows:

1. IULM University encourages student exchanges with foreign universities. Students are provided annually with adequate indications and information on the activities that can be carried out at foreign venues and their recognition.
2. Work carried out abroad by students enrolled at the University, also as part of exchange programmes with foreign universities, is recognised as valid for academic career purposes and can result in the acquisition of credits if they are carried out in compliance with the regulations in this article and with the specific decisions of the respective Faculties.
3. The following may be recognised as study activities undertaken abroad:
 - a) attendance of teaching courses;
 - b) passing examinations, possibly to be supplemented by additional tests;
 - c) training activities related to the preparation of the final exam for the award of the degree and the thesis in the case of a Master's degree course, possibly with the assistance of a foreign lecturer;
 - d) workshop and internship activities, as determined by the Faculty concerned.
4. The procedures for recognition are defined - by reasoned resolution - by the Faculty Council.
5. The certification of studies completed shall also indicate the activity carried out abroad.
6. IULM University may adopt, subject to transnational agreements with other universities, curricula that implement the hypothesis of obtaining degrees jointly with other Italian and foreign universities.

Final examination

At the end of the course of study, students must produce an individually written paper on a topic related to one of the subjects included in the Study Plan.

The paper may be an article, an essay or a case study based on an explicitly formulated question and may have a length between 40.000 and 80.000 characters (spaces included) barring exceptions agreed with the supervisor lecturer and must contain an adequate bibliography (not included in the total number of characters).

In developing the paper, the student is assisted by a lecturer who supports them in defining the topic to be written and supervises the drafting, the relevant bibliographical and documentary research and the editing.



Students graduating from the Italian curricula may write the final in English if it contains a summary (no less than 8,000 characters) in Italian.

A request must be sent to the Registrar's Office for discussion of the paper in English. The student's request must be backed up and receive a positive opinion from the lecturer responsible for assessing the overall quality of the final paper.

The discussion in English may only take place if all the lecturers on the Committee agree. In the event of a negative opinion of even only one lecturer, the discussion must take place in Italian, the official language of the degree course.

Graduating students on the degree course in Corporate Communication and Public Relations - Corporate Communication and Public Relations curriculum must produce a paper in English. The discussion will also be in English.

[Rules for the discussion of the final paper](#)

Approved by the Faculty Board on May 9th, 2023
Rev. on November 13th, 2023