IULM University

Faculty of Communication

Master's Degree Programme in Marketing, Consumer Behaviour and Communication

Classification: LM-59 Public, Business and Advertising Communication

ACADEMIC REGULATIONS FOR THE MASTER'S DEGREE PROGRAMME FOR THE COHORT ENROLLED IN THE ACADEMIC YEAR 2026/2027

Introduction

The Master's Degree Programme in Marketing, Consumer Behaviour and Communication falls under Class LM-59 of degrees in Public, Business and Advertising Communication Sciences.

The programme offers a unique and innovative structure, divided into two distinct specialisations to allow a high degree of customisation based on students' interests and the needs of businesses: Brand Equity Management and Sales and Customer Experience Management.

In addition to the programme delivered in Italian, there is a dedicated English-language track that largely replicates the first year of the Italian-language programme and offers an integrated selection of modules from the second-year curriculum. This track aims to foster the development of young talent capable of operating successfully in international contexts and to promote the fusion of different cultures.

Today, marketing means being present in the minds and lives of consumers and customers with one's brand, offering experiences and opportunities to engage with one's products through physical retail networks, and building lasting relationships and ongoing conversations with customers, including through digital channels and the internet.

The Master's Degree Course in Marketing, Consumer Behaviour and Communication teaches how to do all this professionally and effectively.

The course will enable students to acquire the knowledge and practical skills necessary to work in the fields of marketing and corporate communication. Upon completion of the programme, students will be able to make the best use of both 'traditional' and digital media in an integrated manner.

The highly practical approach, together with the ongoing involvement of representatives from the business world and the business community in teaching, will help students develop the conceptual foundations and practical skills required to take on roles of responsibility in brand-led companies, the retail sector and the new digital landscape. After the first year of core modules, students will be able to choose their specialisation and further personalise their studies by selecting 12 ECTS credits from a range of optional modules offered by the degree programme, as well as from other Master's programmes within the Faculty.

The curricular internship, lasting at least three months full-time or six months part-time, may be undertaken in the second semester of the programme's second year.

By the second year, in addition to the curricular internship, an innovative "**Fieldwork**" project is planned, through which students, organised into teams and guided by university and corporate lecturers and tutors, will be required to develop a project that addresses the real needs (in marketing, communication, research, etc.) of the University's major partner companies.

The Fieldwork, in addition to offering a further 'hands-on' learning opportunity, provides a chance for direct engagement with the world of work and a way for companies to identify talent for recruitment. This activity awards 6 ECTS credits.

The two-year Master's Degree programme ensures the acquisition of 120 ECTS credits.

Specific learning outcomes and description of the programme

The Master's Degree Programme in Marketing, Consumer Behaviour and Communication aims to train graduates with specialist expertise in the strategic and operational management of marketing and corporate communication, with particular reference to branding, commercialisation and customer relationship development, within the current socio-economic context.

The programme places particular emphasis on:

· the interpretation and use of data to inform marketing decisions;

· transformations linked to digital technologies, artificial intelligence and new media environments;

· the creation, management and protection of brand value;

· the management of sales networks and the customer experience throughout the entire customer journey, and the integration of physical and digital channels.

The knowledge acquired is situated within national and international contexts, with a focus on the economic, competitive and regulatory dynamics that govern markets and commercial communication

· The first year of core modules is designed to develop skills relating to:

· socio-cultural scenarios and the analysis of consumer trends;

· statistical tools and data analysis methodologies for studying market phenomena and competitive performance;

· advanced models of marketing and business strategy;

· integrated management of communication channels and processes.

In the second year, students on the Italian-language programme develop specialised skills, with particular reference to two alternative pathways:

· measurement and management of brand value and of innovation processes;

· sales management, customer experience, and the application of digital technologies as a structural dimension of marketing processes.

As for the English-language stream, the second year offers modules focused on international contexts and the development of advanced professional skills.

The programme is complemented by:

1. Professional *fieldwork*, carried out in working groups coordinated by lecturers and industry tutors on real briefs proposed by partner companies;

2. A curricular placement or applied research activity at University facilities.

The programme's independent study component accounts for 68% of the total workload, excluding activities with a high practical component.

By the end of the programme, students will have acquired advanced knowledge of:

1. The evolution of consumer behaviour and socio-cultural contexts, with a focus on changes driven by digitalisation, the networked society and new consumption models (e.g. the sharing economy and widespread connectivity).

2. Methodologies for collecting and analysing qualitative and quantitative data to study markets, competitive performance and communication initiatives. Students acquire skills in using advanced software tools and in integrating artificial intelligence into decision-making processes.

3. Marketing strategies and policies in industrial, commercial and service enterprises, with reference to diverse competitive contexts.

4. Theories and techniques of corporate communication, both internal and external, and tools for planning and optimising communication processes within complex organisations.

5. Legal aspects of brand and consumer protection, including in light of developments in European legislation.

6. Organisational dynamics and coordination processes in businesses of various sizes.

7. Professional use of English in marketing and communication (level B2–C1).

Knowledge is assessed through continuous assessment, project work, practical workshops and final examinations, as specified for each module.

The programme enables graduates to:

1. Design and evaluate market research aimed at analysing consumer behaviour and competitive landscapes.

2. Develop marketing strategies consistent with brand-enhancement objectives, sales management and the development of the customer experience.

3. Plan and manage integrated communications programmes and content marketing initiatives.

4. Use digital tools and artificial intelligence platforms to analyse and interpret data to support decision-making.

5. Interact effectively with technical and specialist staff (ICT, legal, and external agencies).

6. Operate in professional contexts, including in English.

Practical skills are assessed through laboratory activities, workshops, fieldwork and assessment tests included in individual modules.

The course’s teaching is characterised by an active, participatory approach that integrates theoretical instruction, practical laboratories and applied workshops. Students are required to tackle real-world problems, make judgements under conditions of uncertainty, and consider the ethical and social implications of marketing and communication decisions.

Particular attention is paid to developing critical reflection on contemporary information processes, including the phenomena of disinformation, polarisation and algorithmic filtering. Courses in the legal field, relating to consumer protection and trademark law, also contribute to this objective.

Expected learning outcomes, expressed through the European Qualifications Framework descriptors

Knowledge and understanding

In-depth knowledge and understanding of brand management and customer experience management, the latter encompassing both physical and digital channels, with particular attention to the dynamics of consumer and purchasing behaviour, and the development of specialist knowledge and skills in strategic and operational marketing. This is reflected in the high weighting (in terms of ECTS credits) assigned to the SECS-P/08 sector, complemented, particularly about knowledge and understanding of the relevant context, by courses from SPS/08 and PSI/01.

These objectives are achieved both through courses addressing the relevant issues and, in particular, through the organisation of talks by business representatives, which enable students to gain not only the established disciplinary knowledge found in reference texts but also an understanding of new trends and emerging innovations in the business world.

Applying knowledge and understanding

The ability to apply acquired knowledge is fostered through extensive use of laboratories, which complement teaching across all the main courses offered (particularly in the sectors SECS-P/07, SECS-P/08, and SPS/08); there are also several courses with a purely workshop-based focus, included in the final part of the programme, in the sectors ICAR/17 and SPS/09.

Through workshop activities, the aim is to encourage students to form critical judgements about the topics that characterise the degree programme.

Making judgements

The workshops referred to in the previous point, which characterise the programme, are also intended to help students appreciate the high complexity of the relevant field, accustom them to making assessments under conditions of uncertainty, and highlight the ethical and social implications of marketing activities and of commercial distribution. With regard to these implications, courses in the legal field also contribute, covering consumer protection and trademark law (for example, courses in the IUS/04 sector).

Communication skills

The practical exercises that students are required to undertake as part of the courses and workshops involve presenting reports that help develop the ability to communicate the results of their research and related assessments efficiently and effectively, in a clear and concise manner, even to non-specialist audiences.

Learning skills

The development of learning skills, both hard and soft, is supported by the ways in which students participate in the aforementioned workshops and practical sessions, and is specifically realised through fieldwork, professional workshops and the writing of the dissertation. All of these, but particularly the dissertation, are aimed at developing study and research skills, both in group settings and independently.

Expected professional and career prospects

The Master's degree in Marketing, Consumer Behaviour and Communication prepares students for qualified entry into marketing and sales roles within commercial enterprises, as well as into marketing, trade marketing, and commercial roles within industrial enterprises.

It also opens up more specialised career prospects in brand communication and in the management of single-brand retail networks for companies operating in fashion and design, as well as in the management of shopping centres and other retail facilities.

Depending on the chosen specialisation, the programme prepares students for the following professions:

Product Manager

–*Role in a work context and skills*: the Product Manager is responsible for the strategic and operational management of a product or product line throughout its life cycle, from development through to launch and market consolidation. The role requires strong skills in strategic marketing, competitive analysis and consumer behaviour. Essential skills include the ability to interpret market data from a data-driven perspective, to evaluate economic and financial aspects of portfolio choices, and to integrate the management of marketing mix levers.

- *Skills*: the profile is complemented by cross-functional coordination skills, a results-oriented approach and problem-solving aptitude, as well as communication skills for managing relationships with internal and external stakeholders.

- *Career prospects*: public and private companies offering products and services in national and international markets; industrial and distribution firms; digital and e-commerce companies; communications agencies and marketing consultancies.

Brand Manager

- *Role in a work context and skills:* the Brand Manager is responsible for defining, developing and strategically enhancing the brand, ensuring its consistency over time and across all consumer touchpoints. The role requires advanced skills in strategic marketing, brand management, and consumer behaviour, as well as the ability to interpret market data and cultural insights from a data-driven perspective. Knowledge of the dynamics of integrated communication and the new forms of brand engagement enabled by digital transformation is essential. The profile is rounded off by cross-functional coordination skills, leadership ability, strategic vision, and the communication and interpersonal skills needed to manage teams and internal and external stakeholders.

- *Skills*: the profile is rounded off by cross-functional coordination skills, leadership abilities, strategic vision, and communication and interpersonal skills useful for managing teams and internal and external stakeholders.

- *Career opportunities*: public and private companies offering products and services operating in national and international contexts. Industrial and distribution companies, digital enterprises and e-commerce firms. Communication agencies and consultancy firms specialising in branding and strategic marketing.

Marketing Manager

- *Role in a work context and skills:* the Marketing Manager is responsible for defining and implementing the company's marketing strategy, aligned with competitive objectives and the creation of value over the medium to long term. They coordinate and integrate the activities of the various functions involved, including product, brand, communication, distribution, sales and data analysis, ensuring alignment between strategic positioning and operational actions. The role requires advanced skills in strategic marketing, competitive analysis, and market policy planning, as well as the ability to interpret data and performance metrics. Knowledge of branding dynamics,

integrated communication and distribution channel management is essential, as is the ability to conduct economic and financial assessments of marketing decisions.

- *Skills associated with the role and competencies*: the profile is rounded off by leadership and cross-functional coordination skills, a results-oriented approach, and communication and negotiation skills useful for managing teams and internal and external stakeholders.

- *Career prospects*: public and private product and service companies operating in national and international contexts. Industrial, distribution and service companies. Digital and e-commerce companies. Communication agencies and strategic marketing consultancies

Account Manager

- *Role in a work context and skills*: The Account Manager is responsible for managing the relationship between the supplier company/agency and the client company, ensuring alignment between the client's strategic objectives and the solutions developed by the agency's specialist departments. The role requires strong skills in marketing and integrated communication, together with the ability to understand the client company's organisational dynamics and translate them into operational projects. Interpersonal and negotiation skills, the ability to listen and mediate, a results-oriented approach, and problem-solving aptitude are also important, as are advanced communication skills for effectively managing relationships with clients and internal stakeholders.

- *Skills associated with the role*: The knowledge required to practise this profession focuses mainly on marketing, the world of advertising, and its technical aspects. It is useful to study the sector in Italy in depth and to have a general understanding of business economics (particularly useful for budgeting and coordinating different company departments). Among the transferable skills, it is essential to possess strong interpersonal and leadership skills, excellent communication and negotiation skills, an aptitude for teamwork, and managerial and organisational skills.

- *Career prospects*: Communication, media and digital agencies; public and private companies offering products and services in national and international contexts; marketing and communications consultancy firms; digital and e-commerce companies.

Market Researcher

- *Role within a work context and skills*: the Market Researcher is the professional who analyses the structural characteristics and evolving dynamics of the market to support the company's strategic decisions on product, price, segmentation, positioning and customer relationship management.

The role requires strong methodological skills in both quantitative and qualitative research, together with advanced knowledge of marketing, consumer behaviour and competitive analysis. Essential requirements include the ability to design research methodologies aligned with business objectives, knowledge of key statistical techniques and data analysis tools, and the ability to interpret empirical evidence from a strategic perspective. The profile is rounded off by methodological rigour, problem-solving skills, the ability to communicate and present results to non-specialist audiences, and the ability to work in interdisciplinary teams.

- *Career prospects*: public and private sector companies offering products and services; market research institutes and firms; consultancy firms specialising in marketing, consumer insight and marketing analytics

Media Planner

- *Role within a work context and skills:* the Media Planner is responsible for the strategic and operational planning of media channels, with the aim of identifying the most effective ways to convey an advertising message in line with the target audience, brand positioning and available budget. The role requires marketing and communication skills, combined with strong analytical and quantitative abilities. Knowledge of the characteristics of different media, planning methodologies and performance evaluation metrics is essential. Negotiation and interpersonal skills are

also necessary for managing relationships with agencies and partners, and problem-solving skills and an aptitude for working in interdisciplinary teams are valuable.

- *Career prospects*: communications agencies and media centres; public and private companies with in-house media planning departments; advertising agencies and publishing groups; media planning and strategy consultancies

Community Manager

- *Role in a work context and skills:* the Community Manager is responsible for designing, developing and managing digital communities built around a brand, an organisation or a project, with the aim of fostering engagement, participation and ongoing relationships with target audiences.

The role requires digital marketing and communication skills, together with knowledge of the main social media platforms and online community management tools. Essential skills include the ability to interpret data on content engagement and performance, as well as an understanding of relational dynamics and consumer behaviour in digital environments. The profile is rounded out by advanced communication and interpersonal skills, the ability to moderate and manage conflicts, cultural sensitivity, and a focus on building long-term, collaborative, participatory relationships.

- *Career prospects*: communication and digital agencies; public and private companies offering products and services; public and private institutions; digital companies, online platforms and organisations specialising in community management and brand engagement.

Customer Experience Manager

- *Role in a work context and skills*: the Customer Experience Manager is responsible for designing, managing and enhancing the customer experience across the entire customer journey, in line with the brand's strategic positioning and the company's value-creation objectives.

The role requires expertise in strategic marketing, branding and competitive positioning, complemented by in-depth knowledge of consumer behaviour and the analysis of consumer decision-making processes. This expertise is further enhanced by quantitative and qualitative data analysis skills, with a focus on data-driven marketing, and by a structured understanding of omnichannel strategies, digital marketing and the key technological platforms supporting customer relationship management.

The role also requires skills in service and experience design, as well as the ability to evaluate initiatives in economic and financial terms, using cost-benefit analyses and measures of their impact on profitability and customer loyalty. Alongside technical and specialist skills, certain cross-functional skills are central. These include the ability to coordinate across functions, a strong focus on innovation and digital transformation, the ability to interpret strategic insights from data, and strong communication and interpersonal skills.

- *Career prospects*: the Customer Experience Manager finds employment in: industrial, distribution and service companies operating in national and international contexts; retail firms and organisations focused on omnichannel strategies; digital and e-commerce enterprises; consultancies specialising in marketing, customer analytics and digital transformation; and public and private institutions committed to improving the user/citizen experience.

Category Manager

- *Role in a work context and skills:* the Category Manager is responsible for the strategic management of a product category across the distribution channel, with the aim of maximising its economic and competitive performance throughout the entire journey from production to the point of sale, whether physical or digital. The role requires expertise in distribution channel marketing, retail management, and the analysis of purchasing behaviour, as well as the ability to interpret sales data and market information. Knowledge of trade marketing levers, pricing policies and product assortment strategies is essential, as is the ability to conduct economic and financial assessments of category-

related decisions. The profile is rounded off by negotiation skills, a results-oriented approach, problem-solving abilities and interpersonal skills useful for managing relationships with suppliers, buyers and commercial partners.

- *Career prospects*: public and private companies in the products and services sector; large-scale and retail companies; industrial firms specialising in trade marketing and channel management; consultancy firms specialising in retail management and channel strategy.

Marketing Data Analyst

- *Role in a work context and skills*: the Marketing Data Analyst is the professional who supports strategic and operational marketing decisions through advanced data analysis. The role requires methodological and analytical skills, combined with advanced knowledge of marketing and consumer behaviour. Essential skills include the ability to analyse data both quantitatively and qualitatively, knowledge of key statistical techniques, segmentation and forecasting models, and proficiency with data visualisation and reporting tools. The profile is complemented by transferable skills such as methodological rigour, problem-solving, the ability to work in interdisciplinary teams, and the ability to communicate results effectively to management.

- *Career prospects*: public and private companies offering products and services in national and international markets; retail and e-commerce firms; marketing analytics and business intelligence consultancies; market research institutes and firms; digital companies and technology platforms.

Digital Marketing Manager

- *Role in a work context and skills*: the Digital Marketing Manager is responsible for defining, implementing and monitoring marketing strategies across digital channels, aligned with the brand's positioning and the company's commercial objectives. The role requires advanced skills in digital marketing, integrated communications, and media management, as well as the ability to analyse data and evaluate performance. Knowledge of how digital platforms operate, advertising algorithms, and targeting and segmentation logic is required. The profile is rounded off by an innovation-oriented mindset, the ability to adapt to rapidly evolving technological contexts, and the communication and interpersonal skills needed to manage teams and external suppliers.

- *Career prospects*: public- and private-sector companies offering products and services; retail and e-commerce firms; start-ups and digital enterprises; communications and digital agencies; marketing and digital transformation consultancies.

Sales Manager

- *Role in a work context and skills*: the Sales Manager is responsible for defining and implementing the company's commercial strategy to maximise sales performance in line with the company's competitive positioning and marketing policies. The role requires advanced marketing and sales management skills, together with the ability to plan commercial activities and manage the sales network. Knowledge of channel dynamics, negotiation strategies and pricing policies is essential, as is the ability to interpret sales data from a data-driven perspective. Key competencies include leadership and people management skills, the ability to set measurable objectives, the economic and financial evaluation of commercial performance, negotiation skills, a results-oriented approach, problem-solving ability and interpersonal skills.

- *Career prospects*: public and private companies offering products and services in national and international markets; industrial and distribution companies; retail businesses and organisations focused on omnichannel operations; digital and e-commerce companies.

Admission requirements

For full details on admission requirements and criteria, as well as the dates of the admission tests and application deadlines, please consult the **Admission Procedures** at this **link**.

Non-native Italian speakers and/or non-Italian citizens must declare their Italian proficiency level when registering for the admission test and, by the end of their studies, obtain the required certificate attesting to 'written and oral proficiency' in Italian. In this regard, they must consult the "Procedures for assessing and certifying proficiency in the Italian language" published on the University portal.

For admission to the Master's Degree Programme in Marketing taught in English, knowledge of English at least at B2 level (CEFR standard) is essential and must be verified in one of the following ways:

· having obtained one of the following language certificates after 1 January 2022: IELTS with a minimum score of 5.5; TOEFL iBT with a minimum score of 87; or Cambridge English with a minimum score of 165

· having obtained a Bachelor's degree from a programme taught in English (in Italy or elsewhere)

· having passed the Linguaskill test at IULM University with a minimum score of 165 (for IULM students only)

· passing the Assessment Test (offered at no extra cost by IULM University) with a minimum B2 in the Listening and Use of English sections

· having already passed the Assessment Test at IULM University with a score of at least B2 in both the Listening and Use of English sections in one of the admission sessions for the 2023/24 academic year (and, in any case, no earlier than 1 February 2023).

Recognition of prior academic achievements for students returning after a break in their studies

Students enrolled on the Master's Degree Programme in Marketing, Consumption and Communication who are returning after a break in their studies (at IULM or another university) may have their prior academic achievements recognised under the following criteria:

1. equivalence in ECTS credits between the activities previously undertaken by the student and those required by the degree programme;

2. equivalence of the syllabuses of the passed examinations and verification that the previously acquired credits are not obsolete. Only examinations passed within the last five calendar years from the date of the recognition request may be recognised.

Organisation of the degree programme

The Study Plan for the Degree Programme in Marketing, Consumption and Communication spans two years, during which the student must earn 120 ECTS (European Credit Transfer System) credits. It comprises compulsory modules and workshops, optional modules, and the final examination.

The degree programme is divided into three specialisations, each of which awards ECTS credits.

Study Plan for the Master's Degree Programme in
MARKETING, CONSUMER BEHAVIOUR AND COMMUNICATION

Piano degli studi del Corso di Laurea magistrale in
MARKETING, CONSUMI E COMUNICAZIONE
(LM-59 Classe delle Lauree magistrali in Scienze della comunicazione pubblica, d'impresa e pubblicità)

Italian version
I ANNO A.A 2026/2027

COMPULSORY COURSES	SCIENTIFIC DISCIPLINARY SECTORS	COURSE TYPE	CFU
Digital e Retail Marketing *Digital marketing & AI applications* *Retail experience*	**SECS-P/08**	*Core*	**9** *6* *3*
Metodi quantitativi di ricerca *Data Analysis* *Metodi quantitativi per la ricerca sociale e sui consumatori*	 *INF/01* *SECS-S/05*	*Core*	**9** ***3*** ***6***
Marketing Avanzato	**SECS-P/08**	*Core*	**6**
Analisi Competitiva	**SECS-P/06**	*Core*	**9**
Consumatori e Società *Scenari di consumo* *Pratiche di consumo*	 *M-PSI/01* *SPS/08*	 *Related* *Core*	**6** *3* *3*
Strategy for Business Success *Strategic management* *Leadership & change management*	 *SECS-P/07* *M-PSI/01*	 *Core* *Related*	**12** *9* *3*
Business English	**L-LIN/12**	*Core*	**6**

Attività formative a scelta		*Other courses*	***6***

II ANNO A.A 2027/2028
Brand Equity Management

COMPULSORY COURSES	SCIENTIFIC DISCIPLINARY SECTORS	COURSE TYPE	CFU
Brand & Corporate Communication	**SPS/08**	*Core*	**6**

Strategia e Identità Visiva della Marca *Identità visiva della marca* *Strategia della marca*	**M-PSI/01** **SECS-P/07**	*Core*	**9** *6* *3*
Valore di Marca e Innovazione *Metriche e misurazione del valore della marca* *Innovation leadership e lancio di nuovi prodotti*	**SECS-S/05** **SECS-P/08**	*Core*	**6** *3* *3*
Diritto della marca	**IUS/04**	*Core*	**6**

Attività formative a scelta		*Other courses*	**6**

Stage		*Other courses*	**6**
Brand Equity Management Fieldwork		*Other courses*	**6**

Tesi di laurea magistrale		*Other courses*	**12**

II ANNO A.A 2027/2028
Sales & Customer Experience Management

COMPULSORY COURSES	SCIENTIFIC DISCIPLINARY SECTORS	COURSE TYPE	CFU
Strategie e Tattiche di Customer Engagement *Customer experience design & service marketing* *Dynamic & personalized pricing*	 *M-PSI/01* *SECS-P/08*	 *Related* *Core*	**9** *6* *3*
Sales & Customer Relationship Management	**SPS/08**	*Core*	**6**
Retail Performance e Management Omnicanale	**SECS-P/08**	*Core*	**6**
Tutela del consumatore	**IUS/04**	*Core*	**6**

Attività formative a scelta		*Other courses*	**6**

Stage		*Other courses*	**6**
Sales & Customer Experience Management Fieldwork		*Other courses*	**6**

PROVA FINALE *Tesi di laurea magistrale*		*Other courses*	**12**

Study Plan for the Master's Degree Programme in
MARKETING, CONSUMER BEHAVIOUR AND COMMUNICATION
(LM-59 Class of Master's Degrees in Public, Business and Advertising Communication Sciences)

English version

FIRST YEAR, ACADEMIC YEAR 2026/2027

COMPULSORY COURSES	SCIENTIFIC DISCIPLINARY SECTORS	COURSE TYPE	CFU
Advanced marketing	**SECS-P/08**	*Core*	**6**
Digital and retail marketing *Digital marketing* *Retail marketing*	**SECS-P/08**	*Core*	**9**
Consumer and Society *Consumption practices* *Consumption scenarios and consumer behaviour* *Scenario analysis (workshop)*	 **SPS/08** **M-PSI/01** **M-PSI/01**	 *Core* *Related* *Related*	**9** *3* *3* *3*
Data Analysis	**SECS-S/05**	*Core*	**9**
Strategic management	**SECS-P/07**	*Core*	**9**
Competitive Analysis	**SECS-P/06**	*Core*	**9**
Market and Consumer Behaviour Studies	**M-DEA/01**	*Related*	**6**

ELECTIVE COURSES		*Student's choice*	**6**

SECOND YEAR, ACADEMIC YEAR 2027/2028

COMPULSORY COURSES	SCIENTIFIC DISCIPLINARY SECTORS	COURSE TYPE	CFU
Omnichannel Management	**SECS-P/08**	*Core*	**6**
Consumer Engagement and Digital Market Relations	**SPS/08**	*Core*	**9**
Data Protection and Trademark Law	**IUS/04**	*Core*	**6**
Business Communication Skills	**L-LIN/12**	*Core*	**6**

ELECTIVE COURSES		*Other courses*	**6**

Internship		*Other courses*	**6**
Fieldwork		*Other courses*	**6**

FINAL PROJECT/THESIS		*Other courses*	**12**

To acquire the 12 non-compulsory credits, students may, as a priority, choose from the recommended elective courses.

Students may select up to two courses from Master's degree programmes, other than their own, within the same or other Faculties.

The delivery of elective courses is subject to a minimum of 10 students enrolling; in addition to failing to reach the minimum number, an elective course may be cancelled (including mid-term) due to force majeure.

The approval of individual study plans is subject to review by specific reference committees, delegated for this purpose by the Councils of the relevant academic departments, which also act as advisory bodies. If a student's proposal is not deemed approvable, the student has the right to be heard by the Committee.

Types and forms of teaching

Courses are delivered through lectures, which may be supplemented by practical sessions, seminars and/or supplementary courses. Some courses will be divided into a more theoretical general module and a more practical section delivered by external professionals.

Attendance

There are no specific attendance requirements, although attendance is strongly recommended. The course has been designed on the assumption that students will attend all sessions.

Assessment methods

Each course may consist of one or more modules (teaching modules). Assessment may also take place during the academic year and for individual modules, in accordance with the procedures set out in each programme or communicated by the course/module coordinators at the start of lectures, and in accordance with the provisions of the relevant academic bodies. The total credits for each course are considered definitively awarded in the student's curriculum only after the final overall mark has been recorded.

The assessment procedures are governed by Article 18 of the University's Academic Regulations, as follows:

1. The Faculties shall regulate the methods of assessment designed to ascertain the adequate preparation of students enrolled on degree programmes, for the purposes of the continuation of their academic careers and the acquisition of the credits corresponding to the educational activities undertaken. Such assessments, which shall always be individual, must take place under conditions that guarantee thoroughness, objectivity and fairness of the assessment in relation to the teaching or activity undertaken and to what is explicitly required for the purposes of the assessment.

2. Assessments may result in a mark (exams) or a simple pass-or-fail judgement (proficiency tests).

3. Performance assessments may be oral and/or written, including the use of IT aids, provided these do not entirely replace the assessments. In the case of a performance assessment based on both a written and an oral examination, the outcome of the written examination shall not preclude the oral examination. In the case of a performance assessment based solely on a written examination, the student is entitled to request a further oral assessment. In any case, if the examinations are oral, the public nature of the examinations must be guaranteed, and the student must be given the opportunity to inspect the written examination paper.

4. Three examination sessions are scheduled each academic year. It is therefore not possible to sit examinations outside these sessions or to record results from examinations taken in previous periods.

5. It is not permitted to retake an examination that has already been recorded as passed.

6. The final mark for the examination is out of 30, and the examination is deemed passed if the final mark is at least 18/30. The Examination Board may, in addition to the maximum mark of 30/30, award honours by unanimous decision.

7. If a student has withdrawn or failed to achieve a pass mark, a note to this effect is recorded in the register of examination results and in the student's academic record, and is highlighted in the documents submitted to the degree examination boards, without affecting the final average.

Procedure for recording examination results

The procedure for recording examination results is available at this link

Organisation of teaching activities and examination sessions

The academic calendar, timetable and examination sessions are published on the University portal, on the page dedicated to the Degree Programme (in the *quick links* section)

Teaching is organised on a semester basis, and each semester is divided into two lecture cycles.

Academic Year 2026/2027:

1st SEMESTER	**from 21 September to 19 December 2026**
1st CYCLE	from 21 September to 31 October 2026
2nd CYCLE	from 10 November to 19 December 2026

2nd SEMESTER	**from 16 February to 22 May 2027**
1st CYCLE	from 15 February to 20 March 2027
2nd CYCLE	from 5 April to 22 May 2027

Easter holidays: from 26 to 30 March 2026

Delivery of teaching activities

24-hour course (3 ECTS credits)	2–3 weekly lessons of 2 academic hours, spread over 2–3 days within a teaching cycle.
48-hour course (6 ECTS credits)	2–3 weekly lessons of 2 academic hours, spread over 2–3 days within two teaching cycles of the same semester.
72-hour course (9 ECTS credits)	3–4 weekly lessons of 2 academic hours, spread over 3–4 days within two teaching cycles of the same semester.
96-hour course (12 ECTS)	4–5 weekly lessons of 2 academic hours, spread over 4–5 days within two teaching blocks in 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 justified by the lecturers – the Head of Department may authorise teaching arrangements that differ from those set out in the above format.

Time slots

Teaching activities for the courses take place in the following time slots, each equivalent to two academic hours:

Monday–Friday:	09.00 – 10.30
	10.30 – 12.00
	12.00 - 13.30
	13.30 - 15.00
	15.00 - 16.30
	16.30 - 18.00
	18.00 - 19.30
Saturday:	09.00 - 10.30
	10.30 – 12.00

Exams

There will be 3 exam sessions, totalling 8 exam dates per course, plus a dedicated exam session for international exchange students:

Exam session potentially dedicated to international exchange students:*	*14–19 December 2026*
1st session	from 8 January to 13 February 2027 (3 exam dates)
(4th session, academic year 2025/2026, for students who have outstanding exams from previous years)	
2nd session	from 24 May to 30 June 2027 (3 exam dates)
3rd session	from 24 August to 18 September 2027 (2 exam periods)

**The extraordinary December session is reserved for incoming students from universities with specific requirements or with which a special agreement is in place.*

There are 3 degree examination sessions, the dates of which will be set out in the Academic Calendar for each academic year.

Degree Thesis

To obtain the Master's Degree in Marketing, Consumption and Communication, students are required to write and defend an individual degree thesis that meets the standards of a scientific publication.

The thesis involves presenting one's work on a topic related to a course in the curriculum before a panel of lecturers. The Degree Programme Coordinator will appoint a co-supervisor who will be present during the defence.

The thesis must demonstrate the student's ability to apply the tools acquired to the analysis of a topic consistent with the programme of study, to situate it within the relevant disciplinary field using an analytical approach and a critical mindset, and to develop the analysis of a case study or empirical research that allows for its contextualisation.

The thesis, whilst retaining the requirements of originality, an up-to-date bibliography, critical evaluation and methodological rigour, may take the form of research based on current scientific literature, or represent a more distinctly original work capable of constituting a personal contribution to research on the subject.

The dissertation, regarded as the ideal culmination of the degree programme, may be supplemented with images, videos, or other multimedia appendices that, alongside scientific knowledge, document the technical, professional, and methodological skills the student has acquired.

During the thesis development, the student is assisted by a supervisor who will help them define the topic to be addressed, structure the work, and conduct bibliographic and documentary research. The supervisor is also responsible for approving the written thesis, in which the student summarises the results of the research carried out, and for acting – together with a co-supervisor appointed by the Degree Programme Coordinator – as the thesis supervisor during the final examination.

Once approved by the supervisor, the thesis is assessed by a committee in accordance with the University's Academic Regulations and the **Procedures for the organisation and assessment of the final examination, as** defined by the Faculty Council for each academic year and available at this **link** – *Thesis* section.

The Examination Boards for the final examination and the award of the degree are appointed by the Dean of the Faculty. The Boards are chaired by the Dean of the Faculty, or, in the Dean's absence, by the Professor holding the highest rank or the Professor with the longest service.

The Committee issues a brief qualitative assessment (unsatisfactory, satisfactory, fair, good, very good, excellent) that takes into account both the Supervisor's and the Co-supervisor's assessment of the thesis and the student's defence.

This assessment entitles the student to the award of the relevant credits. In the event of a fail, the student must retake the final examination.

The degree mark is out of 110 and is based on the study programme and the mark awarded for the final examination. The mark awarded by the Examination Board takes into account the graduate's fieldwork mark, which is assessed on the same scale (unsatisfactory, satisfactory, fair, good, very good, excellent).

Approved by the Faculty Council at its meeting on 1 April 2026