Master's Degree Course in Marketing, Consumi e Comunicazione

(parallel course in English: Marketing, Consumer Behaviour and Communication)

(LM-59 Public, Corporate and Advertising Communication Sciences)

Admission Procedures Academic Year 2026/2027

From **11 November 2025**, 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 2025/26 who expect to graduate before the autumn session for the academic year 2025/26 (i.e. before 31 December 2026) in the Bachelor's degree courses in *Comunicazione d'impresa e relazioni pubbliche (and previous degree courses offered by the Faculty)* and *Corporate Communication and Public Relations;*
- *external graduates and undergraduates and Italian graduates and undergraduates with foreign qualifications for admission obtained in Italy or abroad*: graduates from other universities or from IULM University in courses other than those listed above, students enrolled at other universities or at IULM University on courses other than those listed above for the academic year 2025/26 who expect to graduate before the autumn session for the academic year 2025/26 (i.e. before 31 December 2026);
- *foreign graduates and undergraduates (EU and/or non-EU) with foreign qualifications for admission obtained in Italy or abroad*: foreign citizens (EU and/or non-EU) with foreign qualifications for admission obtained in Italy or abroad. Student records will be assessed on an individual basis for students expecting to graduate by 31 December 2026.

1. Number of places available for the academic year 2026/2027

A total of 260 places are available, subdivided as follows:

- **180 places** for the Master's degree course in Marketing, consumi e comunicazione (course held in Italian)
- **80 places** for the Master's degree course in Marketing, Consumer Behaviour and Communication (parallel course held in English)

2. Admissions test fee

Registration for the test requires payment of a fee of €110.

All candidates, both internal and external, must apply for admission to the test and pay the corresponding fee (even those admitted directly). 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.

It is not possible to take the admission test for the Master's Degree Course in Marketing, consumi e comunicazione and the Master's Degree Course in Marketing, Consumer Behaviour and Communication in the same session (since these are two parallel courses, one held in Italian and one in English).

Candidates who do not pass the Assessment Test for admission to the Master's Degree Course in Marketing, Consumer Behaviour and Communication (as per point 4) may apply, in the same session, to take the admission test for the Master's Degree Course in Marketing, consumi e comunicazione without having to pay an additional test fee.

3. Curricular requirements for admission

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

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

- L-3 Discipline delle arti figurative, della musica, dello spettacolo e della moda (Visual arts, music, performing arts and fashion)
- L-11 Lingue e culture moderne (Modern languages and cultures)
- L-12 Mediazione linguistica (Language mediation)
- L-14 Scienze dei servizi giuridici (Legal services)
- L-15 Scienze del turismo (Tourism)
- 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-20 Scienze della comunicazione (Communication)
- L-24 Scienze e tecniche psicologiche (Psychology)
- L-31 Scienze e tecnologie informatiche (Information technology)
- L-33 Scienze economiche (Economics)
- L-36 Scienze politiche e delle relazioni internazionali (Politics and international relations)
- L-40 Sociologia (Sociology)

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

1b) to have acquired 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) by the dates for submitting the application for admission:

- 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**)**.**

4. Language requirement: English language proficiency to at least level B2 (only for the course held in English)

For admission to the Master's Degree Course in Marketing, Consumer Behaviour and Communication, proficiency in English at a level of at least CEFR level B2 is a prerequisite, to be verified in one of the following ways:

- obtaining one of the following language certificates after 1 January 2024: 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 Assessment Test (offered at no extra cost by IULM University for candidates) with a grade of at least level B2 in both the Listening and Use of English sections
- having already passed the Assessment Test at IULM University with a grade of at least B2 in both the Listening and Use of English sections in one of the admissions sessions of the academic year 2025/26 (and in any case not before 1 February 2025).
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Candidates who do not meet the language requirement when registering for the admission test and during the assessment of their qualifications will automatically be placed on the list of those who must take the Assessment test (Oxford Placement Test, offered online at no extra cost by IULM University) on one of the following dates:

- 1st session: 1 December 2025
- 2nd session: 20 January and 25 February 2026
- 3rd session: 9 April and 28 April 2026 (only if places still available or only for non-EU students)
- 4th session: 25 June 2026 (only if places still available or only for non-EU students).

The language requirement will be considered to have been met by passing the Assessment Test with a level of at least B2 in both the Listening and Use of English sections.

For the course held in Italian, knowledge of English of at least level B2 is not required for admission to the test.

5. Knowledge of the Italian language (only for foreign candidates applying for the course held in English)

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 "written and oral proficiency" in Italian.
In this regard, candidates who are not native speakers of Italian and/or non-Italian citizens should read the "Procedures for the assessment and acquisition of knowledge of the Italian language" published on the University website.

6. Admissions test sessions and deadlines for applications for admission

- 1st session: **12 December 2025**
- 2nd session: **5 March 2026** (only if places still available or only for non-EU students)
- 3rd session: **12 May 2026** (only if places still available)
- 4th session: **7 July 2026** (only if places still available)
- 5th session: dates to be defined only if places still available

The application must be submitted by

- 1st session: 25 November 2025
- 2nd session: 19 February 2026
- 3rd session: 23 April 2026 (only if places still available or only for non-EU students)
- 4th session: 18 June 2026 (only if places still available or only for non-EU students)
- 5th session: dates to be defined only if admissions tests are held

Students who fail to pass the test in one session may apply for a subsequent session, for the same course for which they failed to pass the test, 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.

7. Criteria for admission

Internal graduates and undergraduates*:* graduates or students enrolled for the academic year 2025/26 who expect to graduate before the autumn session for the academic year 2025/26 (i.e. before 31 December 2026) in the Bachelor's degree courses in *Comunicazione d'impresa e relazioni pubbliche* (or previous degree courses offered by the Faculty) or *Corporate Communication and Public Relations* who apply for admission in the first and second sessions will be placed (without taking any tests) in a ranking list ordered according to the average mark obtained (rounded to two decimal places), in accordance with the following criteria:

- for undergraduates participating in the first session, possession of at least 90 CFUs registered[1] as of 25 November 2025, and an average mark no lower than 25/30 with verification of the attainment of 120 CFUs as of 15 February 2026 - see Annex 1 "*Procedures for verification of requirements for candidates participating in the advance session (I session)*"
- for undergraduates participating in the second session, possession of at least 120 CFUs registered as of 15 February 2026 and an average mark no lower than 25/30 for the second session;

[1] Credits arising from additional learning requirements (OFAs), interim examinations, partial examinations and/or modules will not be taken into account, even if they have been registered.

- for graduates participating in the first or second sessions, an average mark prior to graduation (not the degree grade expressed as a mark out of 30) no lower than 25/30.

For admission to the Master's degree course in Marketing, Consumer Behaviour and Communication, internal candidates who meet the above requirements must also meet the language requirement, i.e. proficiency in English to at least level B2 (see point 4*)*, with the exception of internal candidates on the degree course in Corporate Communication and Public Relations.

A maximum total of 125 candidates will be admitted to the ranking list[2] in the first two sessions (85 for the course in Italian and 40 for the course in English). 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 may apply in the same way as external students, i.e. with the same admission and selection criteria, without any differentiation between internal and external students (see below).

Internal students on international mobility programmes in the first semester who intend to participate in the test in the first or second sessions must report this when presenting their application for admission by sending an e-mail to ammissioni.magistrali@iulm.it, in order to be able to take into account (for the purposes of verifying the requirement of having acquired 90 CFUs for the first session and 120 CFUs for the second session) the CFUs gained abroad and awaiting approval.

Any changes to the number of places reserved for internal candidates will be announced one week before the date of the test.

External graduates and undergraduates and Italian graduates and undergraduates with foreign qualifications for admission obtained in Italy or abroad: admission for external graduates will be determined on the basis of the results of the admission test, supplemented by the points acquired through a merit assessment based on the Bachelor's degree grade.

Merit points will be awarded in accordance with the following table:

Bachelor's degree grade

Up to 88/110 = 0 points

from 89 to 98/110 = 1 point

from 99 to 110/110 = 2 points

110/110 cum laude = 3 points

External undergraduates may take the test provided they have registered:

- for the first session at least 90 CFUs as of 25 November 2025 (with subsequent verification of the attainment of 120 CFUs as of 15 February 2026 - see Annex 1 "*Procedures for verification of requirements for candidates participating in the advance session (I session*)"
- for the second session at least 120 CFUs as of 15 February 2026
- for the third session at least 130 CFUs as of 23 April 2026
- for the fourth session at least 130 CFUs as of 18 June 2026

Admission will be determined on the basis of the results of the test, supplemented by the points awarded on the basis of the average marks for examinations registered (rounded to two decimal places) as of the dates given above. Merit points will be awarded in accordance with the following table:

[2] In the event of a tie, for graduates the mark on submitting the application will be taken into account, and for undergraduates the average mark rounded to the second decimal place achieved on the date of submission of the application for admission will be taken into account for each session. In the event of a further tie, the date of payment of the application fee will be considered.

Average grade (rounded to two decimal places)

Up to and including 25.99/30	= 0 points
from 26/30 to 27.99/30 inclusive	= 1 point
from 28/30 to 29.99/30 inclusive	= 2 points
30/30	= 3 points

Candidates with an overall score (test score + merit points) greater than or equal to 23 will be considered admitted. If the number of places is less than the number of admitted candidates, a ranking list will be drawn up based on the overall score obtained (test score + merit points) rounded to two decimal places. In the event of a tie, merit points deriving from the degree mark or the average marks obtained on the closing date for applications for each session will be taken into account. In the event of a further tie, preference will be given, in order, to the candidate who has obtained a higher score in the test questions aimed at ascertaining their language skills (English language) and, finally, to the date on which the application was submitted (considering the date and time of payment).

Candidates with an overall score (test score + merit points) of less than 18 will be declared ineligible; they may apply for one of the following sessions by submitting an explicit request to the Registrar's Office.

Candidates with an overall score (test score + merit points) of 18 or above and less than 23 will be placed on a waiting list that will be drawn up, in order of ranking, in the last admission test session available, when places are about to run out (as per communication sent by the Registrar's Office).

The ranking list will be drawn up on the basis of the overall mark obtained by each candidate (test score + merit points). In the event of a tie, merit points deriving from the degree mark or the average marks obtained on the closing date for applications for each session will be taken into account. In the event of a further tie, precedence will be given, in order, to the candidate who has obtained a higher score in the test questions aimed at ascertaining their language skills (English language) and, finally, to the date on which the application was submitted (considering the date and time of payment).

For the purposes of drawing up the ranking list, it is compulsory to submit:

- for undergraduates, a signed certificate/self-certification with the examinations taken (issued by their own university) **expressly specifying the average grade of the examinations passed**
- for graduates, a signed certificate/self-certification with degree grade and exams passed (issued by their own university)

by the following dates:

- by 25 November 2025 for the first session
- by 15 February 2026 for the second session
- by 23 April 2026 for the third session
- by 18 June 2026 for the fourth session

If it is not possible to provide a certificate, it will be possible to fill in a declaration in lieu of certification using the online procedure.

Subject to the availability of places, it is always possible to retake the test in the following session (cancelling the previously acquired score) or to request to be placed on the following ranking list while retaining the previously acquired score (only if it is 18 or above).

A maximum of 125 candidates (95 for the course held in Italian and 30 for the course held in English) in total will be admitted to the first two sessions.

Any changes to the quota of places reserved for external candidates may be communicated one week before the test date. In particular, any places not covered by the quota of internal candidates may be allocated to the quota of external candidates.

Foreign graduates and undergraduates (EU and/or non-EU) with foreign qualifications for admission obtained in Italy or abroad: following the assessment of the curricular requirements, an admission test similar to that for candidates with Italian qualifications will be held online, the dates of which are published at the following link.

Candidates with a score of 20 or above will be considered admitted. If the number of places is less than the number of admitted candidates, a ranking list will be drawn up based on the score obtained. In the event of a tie, preference will be given, in order, to the candidate who has obtained a higher score in the test questions aimed at ascertaining their

language skills (English language) and, finally, to the date on which the application was submitted (considering the date and time of payment).

Candidates with a score of less than 15 will be declared ineligible; they may apply for one of the following sessions by submitting an explicit request to the Registrar's Office.

For admission to the course held in English, candidates who are non-native Italian speakers and/or non-Italian citizens are required to declare their level of proficiency in Italian when registering for the admission test and to obtain, by the end of their course of study, the required certificate of eligibility attesting to their written and oral proficiency in Italian (see point 5).

8. Confirmation of enrolment

Enrolment will be confirmed upom payment of the first instalment.

Students admitted in the first session must complete enrolment by **15 January 2026.**

Students admitted in the second session must complete enrolment by **31 March 2026.**

Students admitted in the third session must complete enrolment by **4 June 2026.**

Students admitted in the fourth session must complete enrolment by **28 July 2026.**

Depending on the number of admissions and the number of remaining places, the deadlines for enrolments 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 2025/26, applying for the second session for enrolment in the Master's Degree Courses for the academic year 2026/27, the deadline for payment of the third instalment for the academic year 2025/26 is deferred to 22 April 2026 (instead of 31 March).

For students not yet in possession of a degree certificate, enrolment 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 2026.

Students unable to complete enrolment owing to failure to obtain a degree qualification before 31 December 2026 will have their enrolment officially annulled.

Under no circumstances will the payment of the first instalment or the enrolment fee for the admissions test be refunded.

For the purposes of these regulations, international students are defined as students holding a foreign qualification. Students holding a foreign qualification are required to complete the enrolment process no later than 31 January 2027 by submitting all documentation required for this purpose, including: a Type D study visa (where required); their tax code (codice fiscale); the admission qualification in the original language together with an Italian translation (where required); and documentation verifying the authenticity of the qualification, such as a Statement of Comparability and/or CIMEA verification, or a Dichiarazione di Valore (official statement issued by the Italian diplomatic authorities), as required by the University. Failure to comply (i.e. failure to submit the required documentation) by 31 January 2027 will result in the enrolment for the 2026/27 academic year being annulled ex officio, with no entitlement to a refund of any fees already paid.

9. Test procedures

The admission test is aimed at ascertaining the candidates' knowledge in the following subjects:

- Fundamentals of Statistics
- Marketing
- Business Economics
- Political Economics
- English

It consists of a written test comprising 40 multiple-choice questions. In addition, there are 20 further questions aimed at testing the candidate's skills in the following areas and which do not count towards the final mark for the purposes

of the ranking: text comprehension, logic, numerical and verbal reasoning. There are no penalties in the event of an omitted or incorrect answer. A maximum time limit of 50 minutes is allowed for answering the 60 questions.

The admission test for the Master's Degree Course in Marketing, Consumer Behaviour and Communication is held in English in the same subject areas and with the same structure as the admission test for the Master's Degree Course in Marketing, consumi e comunicazione, with the exception of the English language proficiency questions, the level of which ranges from B2 to C1.

10. Recommended bibliography for test preparation

Marketing

Kerin et al, *Marketing*, 4th edition, McGraw-Hill, Milano, 2020. Chapters 1, 2, 4, 6, 10, 15, 16, 18.

Kerin et al, *Marketing*, 15th or 16th edition, McGraw-Hill, New York, 2023. Chapters 1, 2, 3, 5, 9, 14, 15, 16. English version

Business Economics

F. Favotto, S. Bozzolan e A. Parbonetti, *Economia Aziendale*, McGraw-Hill, Milano, 2016. Chapters 1, 2, 3, 4, 5, 7, 9, 10.
G. Johnson, R. Whittington, K. Scholes, D. Angwin, P. Regnér, P. Atrill, E. McLaney
Federica Ricceri, *Management*, Pearson-Text-Builder (ISBN: 9788891910585)

Political Economics

Mankiw*, L'essenziale di economia*, Zanichelli, Milano, 2021

Mankiw, *Essentials of economics*, 10th edition, Cengege Learning, Australia, 2023

Statistics

Sullivan III, Emma Zavarrone *Fondamenti di statistica*, Quinta edizione, Pearson Italia, Milano-Torino, 2011.

Chapters 1, 2, 3, 4, 5, 6, 7

Sullivan III, *Fundamentals of Statistics*, Pearson, London, 2021. Chapters 1, 2, 3, 4, 5, 6, 7

English

Any English language textbook aimed at developing language skills to at least level B2.

The topics covered in the above chapters can also be studied or revised in other similar textbooks covering the same subjects.

11. Applicants with disabilities and Specific Learning Disorders (DSA) ADHD, Autism

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, applicants with Specific Learning Disorders (DSA), in possession of DSA certification pursuant to Law 170/2010, and applicants in possession of ADHD and Autism certification must upload the documentation certifying the disorder 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 before the deadline for enrolment in the test 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.

12. Privacy policy for the processing of personal data

The University provides for the processing of personal data in accordance with Regulation (EU) 2016/679 (European General Data Protection Regulation), and Legislative Decree 196/03 and subsequent amendments and additions. The privacy policies relating to all services are accessible at https://www.iulm.it/it/servizio/privacy-policy

13. 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 ammissioni.magistrali@iulm.it

Annex 1. Procedures for verification of requirements for candidates participating in the advance session (I session)

Participation in the advance session of the admission tests for Master's degree courses requires a double check of the CFUs possessed by the candidate. In particular, candidates intending to participate in the first session must **possess at least 90 CFUs as of 25 November 2025**. If admitted with subsequent enrolment by 15 January 2026, they must confirm their position by certifying the attainment of 120 CFUs as of 15 February 2026 by producing valid certification of the CFUs passed and registered by that deadline.

Students with at least 120 CFUs as of 15 February 2026
The position of students who have obtained at least 120 CFUs as of 15 February 2026 will be confirmed without the need for further assessment (subject to the attainment of the admission qualification).

Students who do NOT have at least 120 CFUs as of 15 February 2026
The position of students who have not obtained at least 120 CFUs will be assessed in relation to the number of places still available within the Master's degree programme concerned:

a) Should the available places be considered (at the sole discretion of the University) to be approaching full capacity, the students concerned will lose their entitlement to enrolment. Their registration will be annulled, and the amount paid will be refunded, net of statutory charges and a €100 administrative fee;

b) Should the available places be considered NOT to be approaching full capacity, students will be able to choose whether to defer assessment of their position to the third session or to forego enrolment;

b-1) if they forego their enrolment, they will forfeit their position, with cancellation of their enrolment and reimbursement of the fee paid, net of statutory charges and a €100 administrative fee;

b-2) if they opt to defer the assessment to the third session, they definitively waive the possibility of full reimbursement of the fee paid and must submit, by 23 April 2026, valid certification of the CFUs successfully attained and registered;

b-2-1) if, on 23 April 2026, they have obtained at least 130 CFUs, their position will be confirmed, without the need for further assessment (subject to the attainment of the admission qualification);

b-2-2) if, on 23 April 2026 they have NOT obtained at least 130 CFUs, their position will be assessed in relation to the number of places still available;

b-2-2-1) should the available places be considered to be approaching full capacity, the students concerned will forfeit their position, their enrolment will be cancelled and no more than 50% of the fee paid will be reimbursed;

b-2-2-2) should the available places be considered NOT to be approaching full capacity, students will be able to choose whether to defer the assessment of their position to the 4th session or to forego enrolment (in which case the enrolment fee will not be reimbursed).

For those who opt to defer the assessment to the 4th session, the steps from b-2 onwards will be repeated on 18 June 2026.

Regardless of the number of CFUs held, after the 4th session if the available places are not filled, the position of these students will be confirmed.