DIV. III
Reg. 294596 of 24/03/2015

Competition announcement for admission to the second cycle degree course (*laurea magistrale*) in Public and Corporate Communication (class LM - 59)

**ACADEMIC YEAR 2015 - 2016**

THE RECTOR

HAVING REGARD TO

Law no. 264 of 02.08.1999 regulating access to university courses;

HAVING REGARD TO

Ministerial Decree no. 270 of 22 October 24, “Amendments to the regulations on the didactic autonomy of universities” (*Modifiche al regolamento recante norme concernenti l’autonomia didattica degli atenei*) approved with Decree of the Minister for Universities and Scientific and Technological Research no. 509 of 3 November 1999;

HAVING REGARD TO

the decision of the Academic Senate of 17 February 2015 with which it established that access to the second cycle degree programme (*laurea magistrale*) in Public and Corporate Communication will be limited for the academic year 2015/2016, setting the maximum number of places available for enrolment in the first year at 200.

HAVING REGARD TO

the decision of the Public and Corporate Communication Teaching Committee of 24 February 2015, establishing that a further 40 places will be made available to non-EU candidates residing abroad;

**DECREES**

the announcement of a competition for admission to the second cycle degree course (*laurea magistrale*) in Public and Corporate Communication (class LM-59) for the academic year 2015/2016.
Art. 1- Admission requirements

A first cycle degree (*laurea*) in one of the following classes is required for admission to the second cycle degree course (*laurea magistrale*) in Public and Corporate Communication:

L-1, L-3, L-5, L-6, L-10, L-11, L-12, L-14, L-15, L-16, L-18, L-19, L-20, L-24, L-31, L-33, L-36, L-37, L-39, L-40, L-42 or a degree obtained in a different class from the above, as long as the graduate has gained at least 48 credits in the following scientific disciplinary sectors:

- M-FIL/05 Philosophy and theory of languages
- L-LIN/01 Glottology and general linguistics
- L-FIL-LET/12 Italian language
- M-STO/04 Contemporary history
- M-STO/05 Modern history
- INF/01 Computer science or ING-INF/05 Information processing systems
- SPS/08 Sociology of cultural and communication processes
- SPS/07 General sociology
- SPS/04 Political science
- SPS/11 Sociology of political phenomena
- SPS/09 Sociology of economic and labour processes
- SPS/10 Sociology of the environment and territory
- L-LIN/12 Language and translation – English language
- L-ART/03 History of contemporary art
- L-ART/05 History of the theatre and performing arts
- L-ART/06 Cinema, photography and television
- L-FIL-LET/10 Italian literature
- L-FIL-LET/11 Contemporary Italian literature
- SECS-P/01 Political economy
- SECS-P/02 Economic policy
- SECS-P/06 Applied economics
- SECS-P/07 Business administration
- SECS-P/08 Corporate management
- SECS-P/10 Business organization
- IUS/01 Private law
- IUS/10 Administrative law
- IUS/08 Constitutional law
- IUS/09 Institutions of public law
- IUS/13 International law
- IUS/14 European Union law
- M-PSI/01 General psychology
- M-PSI/05 Social psychology
- M-PSI/06 Psychology of labour and organizations
Candidates in possession of university qualifications gained abroad and recognized as suitable by the University can be admitted.

Students enrolled in the final year of first cycle degree courses, who have gained at least 156 credits at the time of the admission exam, can be admitted to the admission exam as long as they graduate by 31 December 2015.

**Non-EU candidates residing abroad**, for whom a certain number of places are made available, are not required to sit the admission exam: selection will be based on an evaluation of these candidates’ qualifications, taking into account their knowledge of English or Italian, according to the course specialization chosen.

**Art. 2 - Number of places available**

The number of places available for the first year is 200, plus 40 places for non-EU citizens residing abroad.

EU and non-EU citizens in possession of a permit to stay in Italy issued in accordance with art. 26 of law no. 189 of 30 July 2002 have access to university education under the same conditions as Italian students.

Citizens of Norway, Iceland, Liechtenstein, Switzerland and the Republic of San Marino are considered equivalent to EU citizens.

**Art. 3- Admission procedure and deadline**

Admission will begin on **26 March 2015** and terminate on **31 August 2015 at 12.00 midday**, at the very latest.

All candidates are required to apply online, according to the following procedure:

1. Register on the University portal through the page: [https://www.unimi.it/registrazione/ENG/registra.keb](https://www.unimi.it/registrazione/ENG/registra.keb);

2. Sign up to the Services for admission to limited access degree courses, using own credentials: [http://studenti.divsi.unimi.it/ammissioni/a/magistraliProgrammato/checkLogin.asp](http://studenti.divsi.unimi.it/ammissioni/a/magistraliProgrammato/checkLogin.asp)

3. Pay the fee of € 30.00 in one of the following ways:
   a) using the “MAV” (notice of payment) form generated at the end of the online enrolment procedure
   b) by credit card (until 5 days before the deadline for applications).

Payment must be made by the deadline for admission at the very latest, on pain of exclusion. Payment using the “MAV” form can only be made in Italy.
The online admission service also requires the following documents to be uploaded, in .jpg, .pdf or .rtf format:

**Graduates/future graduates of other Italian Universities**

a) self-certification of first cycle degree/enrolment with exams: the document must contain a list of the exams taken, with grades, dates, credits and scientific-disciplinary sectors.

**Candidates with foreign qualifications**

a) First cycle degree certificate including exams: one or more official certificates must be provided confirming the qualification obtained or that the candidate is enrolled on a degree programme, as well as the exams passed, with grades and credits. Alternatively, the Diploma supplement can be provided.

b) Passport (only the pages containing personal information)

In addition to their personal details, candidates who have not yet graduated must provide the total credits obtained, the average grade, exams taken and not yet recorded with the relative credits, exams not yet taken with the relative credits, and their expected date of graduation.

A receipt is issued at the end of the online admission procedure, which must be shown to the examining board on the day of the exam.

The receipt is the only document accepted as proof of registration for the admission exam.

Any candidate who provides false details or is not in possession of the admission requirements will be excluded from the final ranking list.

**Non-EU candidates residing abroad**, who are exempt from taking the admission exam, must also send the following documents to the e-mail address bienniocom@unimi.it:

a) letter of motivation (approx. 500 words)

b) curriculum vitae
c) 2 letters of recommendation
d) Certification of adequate knowledge of English or Italian, depending on the course specialization chosen.

Non-EU candidates residing abroad are nonetheless required to present an application for pre-enrolment (domanda di pre-iscrizione) on the course to the Italian diplomatic representation in their country of origin, in compliance with the modes of University enrolment for foreign students provided for by the law in force.
Art. 4. - Disabled candidates

In order to ensure equal opportunities during the exam, candidates with disabilities who require extra time and/or specific aids must apply to the Segreteria Studenti of Scienze Politiche, Economiche e Sociali, by 31 August 2015, including certification issued by the competent local healthcare structure, in accordance with law no. 104/92 as subsequently amended.

Art. 5 - Candidates with SLD

Candidates with a diagnosis of specific learning disabilities (s.l.d.) under law 170 of 2010 are granted 30% more time than that set for the other candidates. The board can also consent to the use of compensatory tools that, considering the type of test to be taken and the type and degree of the candidate’s disability, are necessary to ensure equal opportunities during the exam. The use of compensatory tools that create an unjustified advantage will not be permitted.

To be allowed to use the abovementioned measures, candidates with s.l.d. must apply to the Segreteria Studenti of Scienze Politiche, Economiche e Sociali, by 31 August 2015, including appropriate certification issued not more than three years previously by the National Health Service or accredited specialists or facilities.

Art. 6 - Admission exam schedule and procedure

The admission exam will take place on **9 September 2015** at the premises of Scienze Politiche, Economiche e Sociali, in via Conservatorio 7 - Milan.

The venue and room where the exam will be held will be indicated on the receipt issued at the time of admission.

Candidates must arrive at 9.00a.m. bearing the proof of identity indicated in the admission phase (the document must be currently valid) for identification, after which the exam will start.

The exam will last 60 minutes.

Candidates who arrive without proof of identity, with invalid proof of identity, or late will not be admitted to the exam.

During the exam candidates cannot leave the room, use handwritten notes, texts of any kind, calculators or anything else specified before the start of the exam.

The board and the supervisory staff will supervise observance of the abovementioned rules and have the right to adopt the necessary measures resulting from their non-observance. For any matters not covered in this announcement, the provisions on the conduct of public competitions apply.
Art. 7 - Examining board

The examining board is appointed by Rector’s Decree.

During the exam the board will be assisted by teaching and administrative staff, who will be responsible for supervising and identifying the candidates.

Art. 8 - Examination programme and assessment criteria

For access to the degree course in Public and Corporate Communication the exam is set by the University and is held in two languages: Italian and English.

The exam consists in a multiple choice questionnaire aimed at ascertaining candidates’ knowledge of the English language, communication theory, computer science, marketing and current events.

To prepare for the exam the following texts can be consulted:

a) Marketing: Kotler-Armstrong, Principi di marketing, Pearson, 2009 (or previous edition)

b) Computer science: VV.AA., Introduzione all’informatica, UTET, 2010

c) Communication theory: D. McQuail, Sociologia dei media, Mulino, 2007

d) Current events: A good level of exposure to the media is recommended

For the English version

a) Kotler-Armstrong, Principles of Marketing, Prentice Hall (Any recent edition)

b) D. McQuail, Mass Communication Theory, Sage (Any recent edition)


d) We also suggest keeping up-to-date on current news and latest events.

The formulation of the ranking list will also take into account the final degree grade for graduate candidates and the average exam grade for candidates who have not yet graduated.

The following weight is assigned to the areas examined:

a) Degree/average exam grade 20%
b) Knowledge of English 30%
c) Communication theory 20%
d) Computer science 10%
e) Marketing 10%
f) Current events 10%

The ranking list in order of merit will be based on the scores given by the sum of the correct answers and on the degree/average exam grade.

In the event of two or more candidates with the same score, priority will be given to the younger candidate.
Candidates who pass the exam and achieve a sufficiently high position in the ranking list can register on the first year of the course.

**Art. 9 - Registration**

The ranking list will be published on the University’s website within 8 days of the exam, on the following page: [http://www.unimi.it - Servizi on line SIFA - Graduatorie di ammissione corsi di laurea](http://www.unimi.it/hpsifa/nonProfiledPage_100.html).

Graduate and non-graduate candidates who achieve a sufficiently high position in the ranking list must register by the deadline and following the instructions provided in the margin of the ranking list.

Before registering online, candidates with qualifications gained abroad who achieve a sufficiently high position in the ranking list must deliver the following documentation (showing originals and delivering photocopies) to the *Ufficio studenti internazionali* – *Via Santa Sofia 9/1*, by the deadline provided in the margin of the ranking list:

- **a)** First cycle degree (BSc. or equivalent), translated into Italian by an official translator, legalized by the competent authorities
- **b)** "Dichiarazione di valore in loco" issued by the Italian diplomatic mission in the country in which the degree was obtained, or Diploma Supplement if adopted
- **c)** Copy of high school diploma in Italian, English, French, Spanish or German
- **d)** tax identification number
- **e)** copy of valid permit to stay (only for non-EU candidates)

**Art. 10 - Ranking list**

Any places that become available if successful candidates fail to register by the deadline will be allocated following the order of the ranking list.

**Art. 11 - Procedure manager**

Pursuant to law no. 241 of 7 August 1990 the manager of the procedure related to this announcement is *Dott.ssa Filomena Cicora* (Head of the *Ufficio Auditing & sviluppo del sistema della qualità dei processi*).

THE RECTOR

Signed, Gianluca Vago