



Bachelor's degree in Corporate Communication & Public Relations

Dual degree



università iulm

Founded in Milan in 1968, Università IULM is a highly specialised education and research centre for Communication Studies.

The ultramodern IULM campus is just a 10-minute subway ride from Milan's vibrant city centre.

www.iulm.com

About the programme

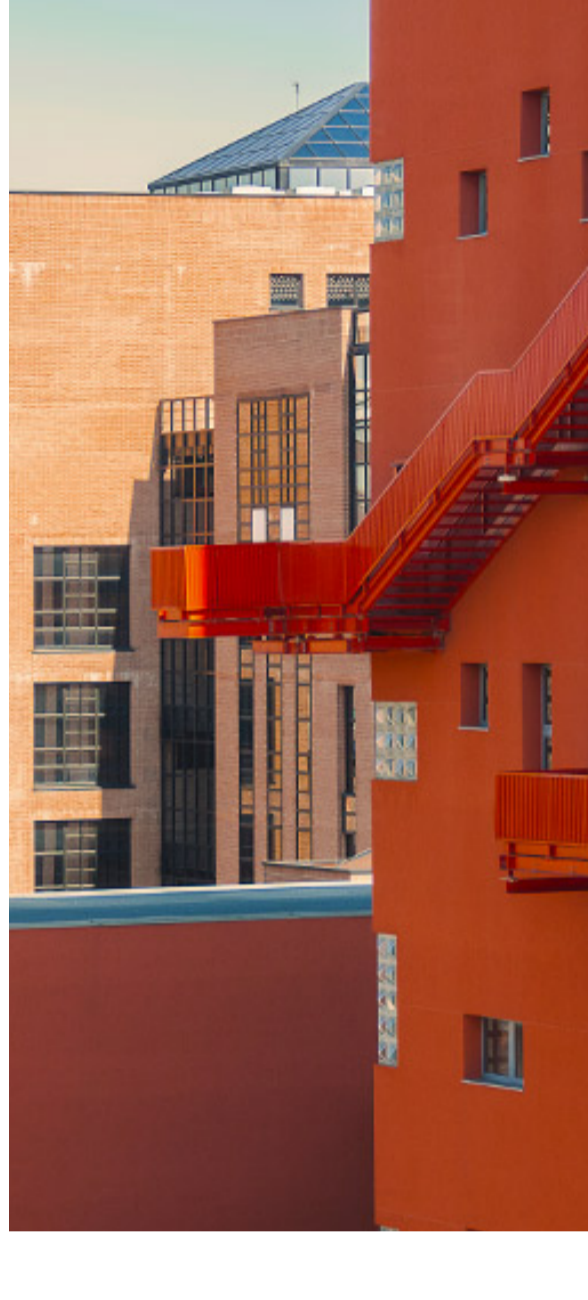
Università IULM has been training corporate communication professionals for more than 30 years. The Bachelor's Degree in Corporate Communication and Public Relations focuses on a variety of competencies:

it looks at how businesses are organised and run by studying management, marketing and business law; it examines social and market dynamics with courses on sociology, consumer psychology and market analysis; it teaches students how to dialogue with the media, influencers and public opinion by providing them with top-level training in communication and public relations.

In addition, the programme helps students develop:

- > the digital skills needed in today's media environment
- > English and foreign language proficiency
- > Cross cultural skills
- > Personal communication skills such as professional writing

The programme is offered both in English and Italian.



International partnerships and study abroad opportunities

The programme offers dual degree opportunities in cooperation with Dublin Business School and with Royal Roads University (Canada). Further study abroad opportunities are offered at our partner universities, which include ISCOM Paris, Arnhem Business School, Hanze University Groningen, Jönköping University, Université Catholique de Lille, ESIC Business and Marketing School Valencia, Universidad Complutense de Madrid, Universidad Loyola Andalucía, University of the Sunshine Coast (Australia), University of Central Florida (USA).

Career opportunities

Graduates in Corporate Communication and Public Relations can expect to work in private companies or public organisations in the field of marketing or corporate communication, as well as in agencies specialised in communication services (advertising, PR, events, digital marketing and social media management).

Graduates will be able to take on different roles such as:

- > Junior Marketing Manager
- > Junior Product and Brand Manager
- > Corporate Communication Specialist
- > Social Media Specialist
- > Junior Digital Strategist
- > Junior Media Planner
- > Junior Events Manager
- > Junior Sales Account
- > Junior Account

The University stands as a meeting point between higher education and business.



Study plan

Year 1	
Advertising	6
Corporate Communication	9
Information Systems and Digital Trends	6
Management	9
Professional English III	6
Semiotics	6
Sociology	6
Sociology of Media	9
Year 2	
Consumer Psychology and Neuromarketing	9
Elective Courses	6
Chinese/Spanish/German/Russian/ Chinese/Italian language and culture	6
Marketing	9
Professional English IV	6
Professional Writing (workshop)	6
Sociology of Consumption and Corporate Culture	9
Statistics and Market Research	9
Year 3	
Communication Management in Public Sector (workshop)	6
Creativity (workshop)	9
Economics	9
Elective Courses	6
Introduction to Public and Private Law	6
Organizational Theories & HR Management	6
Public Relations (workshop)	6
Public Speaking	6
Graduation Project	6



Admission requirements

- > High school diploma obtained after at least 12 years of schooling.
- > English proficiency (level B2) is required, e.g. IELTS 5.5-6.5, TOEFL iBT 87-109 or IULM online testing.

Students will be admitted based on admission test scores and high school grades.

Tuition fees and financial aid

Tuition fees for international students are € 8,556 per year. Scholarship opportunities and reductions in tuition fees are available for qualified students.

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FACULTIES

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BACHELOR'S DEGREES

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2-YEAR MASTER'S DEGREES

30+

1-YEAR MASTER'S DEGREES

Documents and requirements

If you are a European citizen, or a non-EU resident in Italy, you do not need a student visa. If you are not from the EU, you need a student visa. IULM Admissions will support you throughout the visa application process. For further information and case-by-case support, please contact the IULM Admissions Office.

Email us!

Send an email to admission@iulm.it and we will be glad to provide you with all the information and support you may need. If you wish to apply for any of our programmes, you can do so through apply.iulm.it

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