



Master's degree in Strategic Communication

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 course

The Master's Degree in Strategic Communication allows students to develop specialised technical communication skills, as well as business management and sociological skills to operate in the field of strategic communication. The course aims to train graduates capable of undertaking professional careers in the business world, in international organisations, and in strategic and management consulting firms. The first year of the degree course is the same for all students, while in the second year there are two curricula:

- > Corporate and Marketing Communication;
- > Sustainability Communication.

The faculty

Our Faculty professors are academics and highly specialised practitioners in the main areas of Strategic Communication with extensive international teaching experience.

Advisory Board

The teaching activities of the Master's Degree in Strategic Communication are supported by an Advisory Board, whose members are Chief Communication Officers (CCOs) of large Italian and international companies and agencies such as: **Assogestioni, Assolombarda, ASSOREL, Badenoch & Clark, Barilla, Bayer, BCRA, Brembo, Coca Cola Company, Diocesi di Milano, ENEL, ENI, FERPI, Ferrero, Humanitas, Intesa San Paolo, Ketchum, Lavazza, LGH, Mediobanca, Pirelli, Reputation Institute, Roche, Samsung, Sirti, Sisal, Snam, Vodafone, Weber Shandwick.**

The CCOs provide their support by presenting and discussing case studies, and offering internships and work experience to students.



Career opportunities

The Master's Degree in Strategic Communication aims to train graduates who possess solid skills in the specialised techniques of communication and have a strategic vision of the role that communication can play in different organisational contexts (companies, institutions, strategic consulting). Students may take on different roles according to two specialisation syllabuses in Corporate and Marketing Communication and in Sustainability Communication.

- > Communication Manager, responsible for planning and coordinating corporate communication strategies.
- > Global Reputation Manager, responsible for developing and constantly improving a brand or business reputation.
- > Communication Specialist, responsible for the planning and coordinating of communication activities in specific areas.
- > ESG Specialist, developing environmentally and socially sustainable corporate governance policies and strategies.

Dual degree and Exchange opportunities

Dual Degree opportunities have been developed in cooperation with **Huddersfield University, Cardiff Metropolitan University, and the University of Western Australia.**

Further exchange opportunities are available at the **Université Catholique de Louvain (Belgium), Lund University (Sweden), Leeds University (UK), Royal Roads University (Canada), University of Technology Sydney (Australia)** among others.

Degree programme

Year 1

Strategy and Management	9
Strategic Communication	12
> Fundamentals	6
> Issue and Crisis Management	6
Digital Communication Management and AI	9
> Social Media Relations Management	6
> AI for Communication and Marketing	3
Data Analysis & Data Visualization	12
> Data Analysis for Communication	6
> Visual Communication and Data Visualization	6
Organizational Behaviour & Neuromanagement	6
Principles of CSR Communication	6

Year 2

Curriculum in Corporate and Marketing Communication

Corporate Marketing and Management	12
> Brand and Marketing Communication	6
> Social Evaluation	6
Brand & Corporate Narratives	6
Financial Communication and Investor Relations	6
Internal Communication and Change Management	6
Corporate Public Affairs	6

Curriculum in Sustainability Communication

Sustainability Marketing and Management	12
> CSR Strategy and Performance	6
> Sustainability for Marketing and Sales	6
Digital Sustainability	6
Digital Sustainable HR Management	6
Integrated Reporting	6
Global Environment Issues and the Human Values	6

Elective Courses	6
Field Project/Internship	6

Final Dissertation	12
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Admission requirements

- > Bachelor's degree with at least 60 ECTS in communication studies, economics, statistics, sociology, psychology or equivalent.
- > Proof of English proficiency (level B2) is required: e.g. IELTS 5.5-6.5, TOEFL iBT 87-109, or at least 12 credits in English language modules. Applicants with the above mentioned qualifications will be invited for an admission interview in order to evaluate the level of competencies.

Teaching methods

The teaching methods have a strong practical orientation and are based on projects developed by organisations for group activities and discussion of case studies.

- > Business Games
- > Projects
- > Problem Solving
- > Case Studies
- > Role Playing
- > Group Works

Tuition fees

Tuition fees for international students are € 9,956 per year. Scholarship opportunities and tuition reductions are available for qualified students.



03 FACULTIES

07 BACHELOR'S DEGREES

07 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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