

IULM, LEARNING THE FUTURE.




**INTRODUCTORY GUIDE
TO UNDERGRADUATE
AND POSTGRADUATE
PROGRAMMES**

**ACADEMIC YEAR
2017/2018**



**UNIVERSITÀ
IULM**





IULM MAKES YOU A FORWARD THINKER FOR TODAY AND FOR TOMORROW

DYNAMIC TEACHING WITH REAL CONNECTIONS TO THE WORLD OF WORK AND AN EYE TOWARDS THE FUTURE

The mission of IULM University is to educate and train the next generation of professionals so that they are capable of making the most of the challenges and opportunities that international markets have to offer. At the same time, IULM seeks to mould the character of men and women so that they become more self-aware and have a greater sense of self-worth in a world of swift and constant change.

IULM provides its students with a comprehensive education in the arts and culture as well as a solid academic offering. Thanks to an integrated approach that combines theory and practice, IULM helps students successfully enter the world of work – today and tomorrow.



CONTEMPORARY LEARNING

A comprehensive and contemporary teaching model with an international vision – to prepare our professionals for a changing world.



CONTEMPORARY LEARNING

THE TEACHING MODEL THAT PREPARES YOU FOR THE FUTURE.

The future presents itself as a world of opportunity for those who know how to deal with change, those who are able to combine knowledge and know-how, those who are capable of critical thinking, and those who possess emotional intelligence.

Since its inception over 40 years ago, IULM University has striven to combine cultural education and professional skills, and indeed it is a place where academia and the labour market converge.

That is precisely what makes IULM stand out, because it complements a solid academic education with practical experience thanks to conferences, workshops, partnerships with companies, and real “hands-on” learning in the field. Each experience is a unique opportunity to get in touch with leading professionals in the world of work, allowing students to develop their professional capabilities, cognitive abilities and interpersonal skills.

And with the great results we have seen over the years, it seems to be a formula for success. According to Almalaurea’s* 2017 Report, the high employment rate for our graduates is above the national average (57% of those who earned an undergraduate degree from IULM have found stable employment within a year of graduating, which is 14.4 percentage points higher than the national average; and 76.9% of those who earned a two-year masters degree from IULM have found a job within a year of graduating, compared to the national average of 69.9%).

*Almalaurea is an inter-university consortium made up of 73 Italian universities together with Italy’s Ministry of Education, University and Research. Each year, Almalaurea collects data on university graduates in Italy, providing a comprehensive assessment of their profile, employment status and professional training on a degree-by-degree basis. Furthermore, Almalaurea collects graduates’ CVs and makes them available online, in order to help match supply with demand in the labor market.



Cutting-edge facilities

Modern and practical, IULM's campus provides nothing but the best facilities and services to its students in order to support their education and foster a learning environment based on collaboration, co-creation and the development of collective intelligence.

Degrees and programmes that are constantly evolving

The challenges of tomorrow require new skills every day. Teaching must constantly evolve if it wants to keep up with the speed of change.

The world of work at your doorstep

Thanks to constant, well-established connections with the world of work, we can provide real opportunities for job placement.

ACADEMICS

**LEARNING IS A JOURNEY –
THE DESTINATION IS UP TO YOU.**

If you want to enter the world of work right away, a three-year undergraduate degree from IULM will provide you with all the skills you need. If you want to delve deeper into your studies, you can continue your education with one-year or two-year masters degree.



THE ITALIAN UNIVERSITY SYSTEM

HIGH SCHOOL

UNDERGRADUATE PROGRAMMES
(3 YEARS)

TWO-YEAR MASTERS DEGREES

ONE-YEAR MASTERS DEGREES
(1ST LEVEL)

PHD PROGRAMMES
(3 YEARS)

ONE-YEAR MASTERS DEGREES
(2ND LEVEL)

THE WORLD OF WORK

THE FUTURE BEGINS HERE

**YOUR TALENT
IS OUR GOAL.**



3 FACULTIES, 5 THREE-YEAR UNDERGRADUATE DEGREE PROGRAMMES, 6 TWO-YEAR MASTERS DEGREE PROGRAMMES, 17 ONE-YEAR MASTERS DEGREES, 17 EXECUTIVE EDUCATION COURSES.

A well-rounded education to prepare tomorrow's professionals. An education where the world of academics and the world of work converge, thanks to a vast number of partnerships with companies, organizations and public and private institutions, both in Italy and abroad. What's more, IULM's programme offering is set to improve even further with the addition of 2 new two-year masters degrees starting in the 2017-2018 academic year, both taught entirely in English. In one of these programmes, students will have the chance to earn a dual degree from IULM University and its French or American partner university.

FACULTY OF INTERPRETING, TRANSLATION AND LINGUISTIC AND CULTURAL STUDIES

Three-year undergraduate degree:

- Interpreting and Communication

Two-year masters degree:

- Specialized Translation and Conference Interpreting:
 - Curriculum: Conference Interpreting
 - Curriculum: Specialized Translation

FACULTY OF ARTS, TOURISM AND MARKETS

Three-year undergraduate degrees:

- Arts, Entertainment and Cultural Events
- Tourism, Management and Territorial Development

Two-year masters degrees:

- Arts, Markets and Cultural Heritage
- Hospitality and Tourism Management **(in English)** NEW

FACULTY OF COMMUNICATION, PUBLIC RELATIONS AND ADVERTISING

Three-year undergraduate degrees:

- Communication, Media and Advertising
- Public Relations and Corporate Communication

Two-year masters degrees:

- Marketing and Communications:
 - Retail Management
 - Brand Management
 - Digital Marketing Management
- Television, Cinema and New Media:
 - Cinema and New Technologies
 - Television and Crossmedia Communications
 - New Media and Digital Art NEW
- Strategic Communication **(in English)** NEW

THREE-YEAR UNDERGRADUATE DEGREE IN INTERPRETING AND COMMUNICATION

In Italian

The three-year undergraduate degree in Interpreting and Communication places a strong focus on learning foreign languages with a view to preparing students for the world of work.

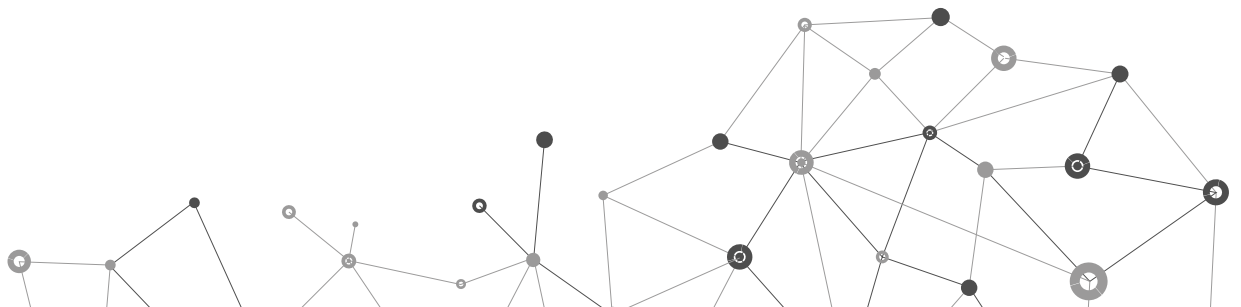
The basic objective of this programme is to educate and train young professionals in the field of applied languages, with the ultimate goal of becoming interpreters and translators. By acquiring the basic skills they need to successfully enter today's labour market, Interpreting and Communication graduates will be competitive in an increasingly globalized and integrated world. The programme permits students to attain a high level of proficiency in two foreign languages (English is mandatory for all students, while a second language can be chosen from the following: Arabic, Chinese, French, German, Russian or Spanish). At the same time, there is a strong emphasis on communication and the practical application of languages. Furthermore, the programme focuses on enhancing students' cultural awareness and includes the option of studying a third foreign language.

Students learn how to translate and interpret in two foreign languages thanks to practical language courses that focus on written and oral skills. In addition, the programme provides in-depth knowledge of the literature, culture and history of the languages studied. It seeks to cover all aspects of translation and interpreting, including the theory, methodology, and ethics of the profession, as well as social psychology.

IULM's Interpreting and Communication programme stands out as a learning environment that truly harnesses the synergy of professional interpreters and translators, communication professionals and a teaching staff of native speakers. Combine that with all the facilities of a modern and technologically advanced campus, and what emerges is a programme that is able to provide students with the critical skills they need to tackle the challenges of a career in translation and interpreting.

CAREER PROSPECTS

A degree in Interpreting and Communication will allow you to work in any field that requires knowledge and use of foreign languages in a professional context, both in Italy and abroad. This includes multinational corporations, the fashion industry, journalism, the publishing industry, cultural events and more.



RECOMMENDED CURRICULUM

YEAR 1

REQUIRED COURSES

Italian Language and Literature	12
Principles of Linguistics	6
Theory and Practice of Translation and Conference Interpreting	6
Cultural Anthropology	6

REQUIRED LANGUAGE MODULES

English Module I	12
✓ Applied Languages: Written English I	6
✓ Applied Languages: Oral English I	6
Second Foreign Language Module I	12
✓ Applied Languages: Written Second Foreign Language I	6
✓ Applied Languages: Oral Second Foreign Language I	6
IT Tools For Translation and Interpreting	6

YEAR 2

REQUIRED COURSES

Culture, Literature and History of the English Language	12
Culture, Literature and History of the Second Language	12
Contemporary History	6

REQUIRED LANGUAGE MODULES

English Module II	12
✓ Applied Languages: Written English II	6
✓ Applied Languages: Oral English II	6
Second Foreign Language Module II	12
✓ Applied Languages: Written Second Foreign Language II	6
✓ Applied Languages: Oral Second Foreign Language II	6

ELECTIVE COURSES

6

YEAR 3

REQUIRED COURSES

Comparative Literature	6
International Organizations	6
Business Economics and International Markets	6
Psychology of Communication	6

REQUIRED LANGUAGE MODULES

English Module III	12
✓ Applied Languages: Written English III	6
✓ Applied Languages: Oral English III	6
Second Foreign Language Module III	12
✓ Applied Languages: Written Second Foreign Language III	6
✓ Applied Languages: Oral Second Foreign Language III	6

ELECTIVE COURSES

6

UNDERGRADUATE THESIS

6

POSSIBLE ELECTIVE COURSES

Nordic Languages and Cultures I and II	6+6
Simultaneous Interpreting. Languages: English, French, German and Spanish I and II	6+6
Anglo-Irish Literature	3
Philosophy and Consequences of Globalization	6

TWO-YEAR MASTERS DEGREE IN SPECIALIZED TRANSLATION AND CONFERENCE INTERPRETING

In Italian

If you are interested in becoming an expert interpreter for a company or institution, or if you want to become a successful translator in specialist fields and/or publishing, then this masters degree speaks your language.

IULM offers two distinct programmes to satisfy all your needs.

CURRICULUM: CONFERENCE INTERPRETING.

This programme trains experts in the field of interpreting, covering all possible branches and sectors. From companies to international institutions and organizations, students are prepared for any professional context that requires a highly specialized knowledge of language and culture.

CAREER PROSPECTS

IULM's Conference Interpreting programme will provide you with excellent skills in interpreting techniques. With this knowledge, you will be able to work for private companies as well as national and international institutions and organizations such as the UN, UNESCO, FAO and the European Parliament. In addition, you will have the skill set needed to work as a successful freelance interpreter.

CURRICULUM: SPECIALIZED TRANSLATION.

This programme provides specialized know-how in the field of translation, with an interdisciplinary teaching approach that focuses on the publishing industry, advertising, technology, finance, technical manuals, multimedia, audiovisual communication and web publishing.

CAREER PROSPECTS

IULM's Specialized Translation programme will allow you to take on prestigious roles in the publishing industry as well as in national and international institutions. You will also be able to work for institutions and organizations that deal with teaching and research. And naturally, you will have all the skills you need to work as a successful freelance translator for private clients.

RECOMMENDED CURRICULUM FOR: CONFERENCE INTERPRETING

YEAR 1

REQUIRED COURSES	ECTS (CREDITS)
History of Literature and Literary Translation in Italy	6
Terminologies and Translation: English	9
Terminologies and Translation: Second Foreign Language	9

LANGUAGE MODULES	ECTS (CREDITS)
Applied Languages: English I	12
▼ Simultaneous/Consecutive Interpreting	
Applied Languages: French I, German I or Spanish I	12
▼ Simultaneous/Consecutive Interpreting	
Theory and Practice of Interpreting	6

YEAR 2

REQUIRED COURSES	ECTS (CREDITS)
IT Tools for Interpreting	6
International Law	6
History of International Relations	6

LANGUAGE MODULES	ECTS (CREDITS)
Applied Languages: English II	12
▼ Simultaneous/Consecutive Interpreting	
Applied Languages: French II, German II or Spanish II	12
▼ Simultaneous/Consecutive Interpreting	
Work Experience	3

ELECTIVE COURSES	9
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FINAL EXAMINATION	12
English – Simultaneous/Consecutive Interpreting	3
French, German or Spanish – Simultaneous/Consecutive Interpreting	3
Masters Thesis	6

POSSIBLE ELECTIVE COURSES	ECTS (CREDITS)
Practical Translation: Communication, Technical Manuals, Economy and Finance	6
People and Society in the Digital Age	6
Audiovisual Translation (Subtitling and Dubbing)	6
International Marketing	3

RECOMMENDED CURRICULUM FOR: SPECIALIZED TRANSLATION

YEAR 1

REQUIRED COURSES

	ECTS (CREDITS)
Specialized Translation: English I	12
✓ Specialized Translation: Fiction and Non-Fiction	
✓ Practical Translation: Communication, Technical Manuals, Economy and Finance	
Specialized Translation: French I, German I or Spanish I	12
✓ Specialized Translation: Fiction and Non-Fiction	
✓ Practical Translation: Communication, Technical Manuals, Economy and Finance	
History of Literature and Literary Translation in Italy	6
Analysis and Reception of Translated Text	6
Writing Techniques and Literary Composition	6
IT Tools for Translation	12
✓ Computer-assisted Translation and Localization / Machine Translation and Post-Editing	

ELECTIVE COURSES

9

YEAR 2

REQUIRED COURSES

	ECTS (CREDITS)
Specialized Translation: Fiction and Non-Fiction – English II	9
Specialized Translation: Fiction and Non-Fiction – French II, German II or Spanish II	9
Audiovisual Translation (Subtitling and Dubbing)	6
Practical Translation:	9
✓ Science and Technology, Made in Italy – English II	
Practical Translation:	9
✓ Science and Technology, Made in Italy – French II, German II or Spanish II	
Work Experience	3

MASTERS THESIS

12

POSSIBLE ELECTIVE COURSES

	ECTS (CREDITS)
Literary Translation in Europe: History, Language and Texts	6
Web Publishing and Website Editing Skills	3
Terminologies and Translation in English, French, German or Spanish	9
Rhetoric, Media and Communication	6
History and Rhetoric of Fiction	6
Cultural Studies	6

THREE-YEAR UNDERGRADUATE DEGREE IN COMMUNICATION, MEDIA AND ADVERTISING

In Italian

Communication is still the world's leading industry in terms of investments, profits and employment opportunities. With the digital revolution and the emergence of new media, the communications industry is in constant search of new solutions – and this requires more and more graduates who have the professional skills to find them.

IULM's three-year undergraduate degree in Communication, Media and Advertising provides students with the skills they need to develop innovative, creative communications projects, both for old media (cinema, theatre, television, journalism) and new media (internet, web, social networks, blogs, smartphones, etc.). Advertising is also taught from the point of view of new advertising strategies made possible by digital technologies.

In addition to lectures, the programme provides students with seminars and workshops in order to check what they have learned and put theories into practice. In this way, "knowledge" and "know-how" become the two pillars of an education that will turn students into open-minded professionals with critical thinking skills and high creative intelligence. Indeed, these very qualities are what innovative companies are looking for today, whether it is in the entertainment industry, multimedia communications, or beyond.

CAREER PROSPECTS

A degree in Communication, Media and Advertising will allow you to work on both the creative side and the commercial side of the arts and culture industry. You will be able to make your mark in the worlds of publishing, journalism, cinema, radio, television, new media and advertising.

RECOMMENDED CURRICULUM

YEAR 1

REQUIRED COURSES

	ECTS (CREDITS)
Sociology of Media	9
Entertainment in a Multimedia Society	12
✓ Basics of Modern and Contemporary Theatre	6
✓ Radio Communication	6
Mass Media, New Media and Network Society	12
✓ Multimedia Communication	6
✓ Multimedia Writing and Web Design	6
Information and Communication Technology	6
Advertising Languages and Strategy	6
Languages of Cinema and Television	6
Semiotics	6
Professional English I	6

YEAR 2

REQUIRED COURSES

	ECTS (CREDITS)
Contemporary History	6
The Language of Television: Theories and Techniques	6
History and Aesthetics of Cinema	9
Psychology of Audiovisual Communication	6
Social Research Methodology and Techniques	9
Professional English II	6
Language and Culture of Second Foreign Language	6

ELECTIVE COURSES

12

YEAR 3

REQUIRED COURSES

	ECTS (CREDITS)
Literature and Other Forms of Expression	12
✓ Comparative Literature	
✓ Sound, Image and Storytelling	
✓ The Language of Music	
Journalism and Language: Theory and Techniques	9
Political Economics	9
Public Communication: Theory and Techniques	9
Professional English III	6

ELECTIVE COURSES

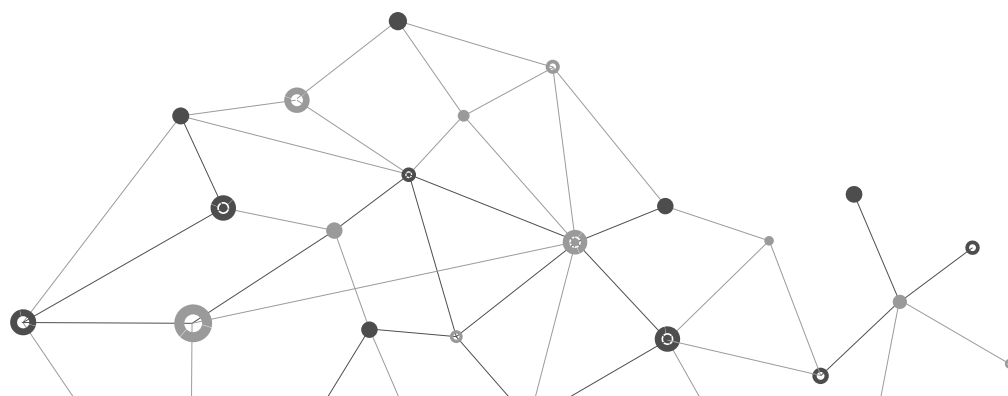
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UNDERGRADUATE THESIS

6

POSSIBLE ELECTIVE COURSES

	ECTS (CREDITS)
Advertising Lab	6
Journalism Lab	6
Seminar on the Theory and Practice of Crossmedia Narratology	6
Directing for Advertising	6
Creative Writing Seminar	6
Gender Theory (in English)	6
Political Discourse (in English)	6
Digital Storytelling (in English)	6
Communication, Mass Media and Crime	6
Literature and Media	6
Organization and Management of Cultural and Entertainment Events	6
History of Italian Cinema	6



THREE-YEAR UNDERGRADUATE DEGREE IN PUBLIC RELATIONS AND CORPORATE COMMUNICATION

In Italian

The spread of Web 2.0 and new media has given rise to new forms of advertising and communication: never before have messages been so personalized, with so much direct interaction with the recipient. IULM'S three-year undergraduate degree in Public Relations and Corporate Communication provides students with the skills they need to harness these new tools of communication and apply them at a professional level in public and private organizations. While such a complex set of skills certainly requires an understanding of the mechanisms governing communication, it also requires an awareness of how businesses work, as it is there that communication comes to life. In addition, it is important to know how those on the receiving end perceive a message, as well as the socioeconomic context in which communication takes on meaning.

CAREER PROSPECTS

This degree will allow you to work in marketing as a Product and Brand Manager, in addition to potential roles in external relations or press offices. You will also be able to work in advertising and public relations, or for event management agencies that perform market research.

REFERENCE MARKET

Graduates from IULM's Public Relations and Corporate Communication programme can expect to find work in the field of marketing, which is an increasingly important aspect of any business today, big or small. Furthermore, more and more non-profit organizations are adopting marketing strategies. Graduates will also be able to find employment as external relations specialists for public and private organizations, in addition to roles in companies that provide specialized communication services.

RECOMMENDED CURRICULUM

YEAR 1

REQUIRED COURSES

	ECTS (CREDITS)
Sociology of the Media	9
Business Economics	9
Public Relations and Corporate Communications	9
Information and Communication Technology	6
Consumer and Corporate Culture	6
Language of Advertising	6
Semiotics	6
Professional English I	6

YEAR 2

REQUIRED COURSES

	ECTS (CREDITS)
Consumer Psychology and Neuromarketing	6
Marketing	9
Statistics and Market Research	9
Sociology of Change in the Digital Age	9
Institutional Communication: Theory and Techniques	6
Professional English II	6
Language and Culture of Second Foreign Language	6

ELECTIVE COURSES

12

YEAR 3

REQUIRED COURSES

	ECTS (CREDITS)
Public Relations	6
Storytelling and Argumentative Writing	6
Creativity Module	9
A choice between:	
✓ Creativity and Design	
✓ Techniques for Advertising Creativity	
Political Economics	9
Company Organization and Human Resource Management	6
Fundamentals of Public and Private Law	6
Professional English III	6

ELECTIVE COURSES

6

UNDERGRADUATE THESIS

6

POSSIBLE ELECTIVE COURSES

	ECTS (CREDITS)
Journalism Lab	6
Social Communication	6
Ethics and Economics	6
Organization and Management of Cultural and Entertainment Events	6
Digital Media for Corporate Communication (in English)	6
Retail Marketing Innovation (in English)	6
Business Strategy (in English)	6
Gender Theory (in English)	6
Political Discourse (in English)	6
Digital Storytelling (in English)	6

TWO-YEAR MASTERS DEGREE IN MARKETING AND COMMUNICATIONS

In Italian

Marketing today means making your brand a constant presence in the mind and life of consumers. It means improving product visibility in physical and virtual sales networks, and being engaged in an online dialogue with your customers.

With a two-year masters degree in Marketing and Communications from IULM, you will acquire the skills you need to do all of this effectively and at a professional level.

This innovative, one-of-a-kind programme will provide you with the knowledge, skills and practical experience needed to work in the field of marketing and brand communication. Graduates will be able to get the most out of both traditional and digital media. Furthermore, with three different concentrations to choose from – **Brand Management, Retail Management and Digital Marketing Management** – students can benefit from a highly personalized curriculum in order to meet their needs and interests.

Coursework is characterized by a predominantly hands-on approach as well as the constant participation of companies and representatives from the business community. This allows students to gain a firm grasp of basic concepts while developing practical skills that will prepare them for high-ranking roles and exciting challenges in the world of brand names, retail, and the new digital marketing landscape.

The first year of studies is the same for all students, after which they are free to choose from one of the concentrations mentioned above in order to take their learning to the next level. Furthermore, students have 12 credits with which they can personalize their studies even more by choosing from a series of courses that are available to all three concentrations. The programme concludes with a final project and thesis worth 18 credits – in other words, a significant step up when compared to what is required of undergraduate degree programmes. Specifically, students work in groups on an innovative workshop/project (such as operations research, a communication plan, etc.), which is carried out with companies that have partnered with IULM, followed by a masters thesis.

CAREER PROSPECTS

You will be able to work in the field of marketing and communication for well-known brand names and retailers. You will also have the skill set needed to work for communications agencies as well as research and consulting firms on a national and international level. Our graduates work as brand, product, retail and digital managers for many of the biggest companies in the world.



RECOMMENDED CURRICULUM

YEAR 1 (COMMON CURRICULUM)

REQUIRED COURSES	ECTS (CREDITS)
Advanced Marketing	6
Digital and Multichannel Marketing	9
✓ Digital Marketing	
✓ In-store Marketing	
Network Society and Consumer Behaviour	6
Data Analysis	9
Strategic Management	9
Competitive Analysis	9
Market Research and Ethnography	6
Business English (Exam taken during year 2)	
ELECTIVE COURSES	6

YEAR 2 – Concentration: BRAND MANAGEMENT

REQUIRED COURSES	ECTS (CREDITS)
Visual Brand Identity	9
Brand & Corporate Communication	6
Brand Law	6
Business English	9
Internship	6
ELECTIVE COURSES	6

YEAR 2 – Concentration: RETAIL MANAGEMENT

REQUIRED COURSES	ECTS (CREDITS)
Retail and Channel Management	9
In-store Communication	6
Consumer Rights	6
Business English	9
Internship	6
ELECTIVE COURSES	6

YEAR 2 – Concentration: DIGITAL MARKETING MANAGEMENT

REQUIRED COURSES

Digital Marketing Strategy and Techniques

- ✓ Social Media Strategy
- ✓ Digital Content Marketing

Communication Strategy and Media Planning

Business Law and Digital Communication

Business English

Internship

ECTS (CREDITS)

9

6

6

9

6

ELECTIVE COURSES

6

FINAL PROJECT AND MASTERS THESIS

18

POSSIBLE ELECTIVE COURSES

Social Statistics for Social Network Analysis

Trade Marketing

Neuromarketing Techniques

Organization and Management: Theories and Models

Consumer Trends: An Evolutionary and Comparative Analysis

Business Strategy and Performance

Strategy and Policies of High-Level Design Enterprises

Consumer Locations Design

Creativity Theories

Communication and Creativity

Digital Markets (in English)

Entrepreneurship and Innovation for Creativity and Start-Up (in English)

ECTS (CREDITS)

6

6

6

6

6

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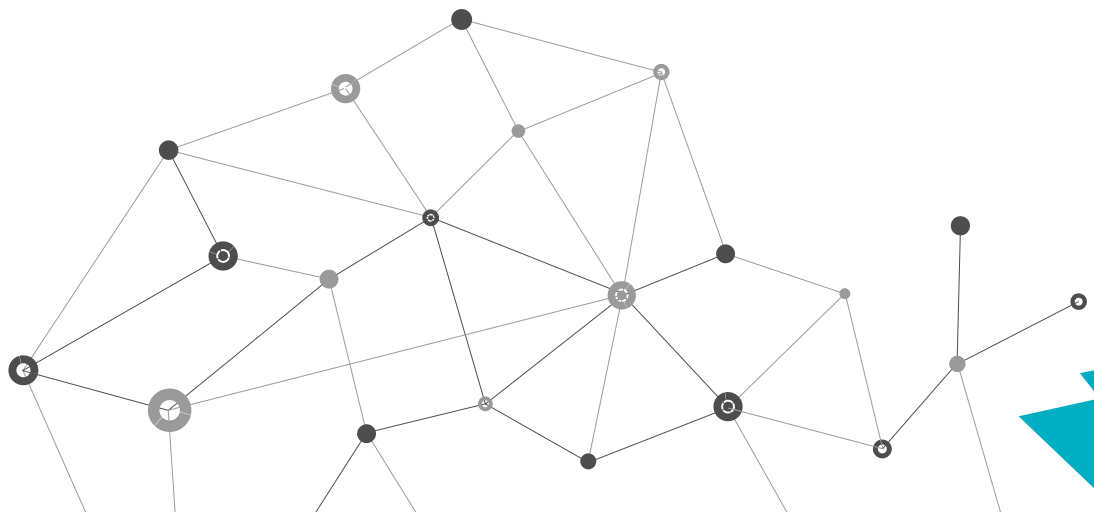
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TWO-YEAR MASTERS DEGREE IN TELEVISION, CINEMA AND NEW MEDIA

In Italian

At IULM, we take entertainment seriously.

Our two-year masters degree in Television, Cinema and New Media is the only one of its kind in Italy. Through courses and workshops, this unique programme provides students with both theoretical and practical training in all stages of the audiovisual production process for all kinds of media (cinema, television, the web, videogames, mobile devices). In this way, students develop the technical, creative and management skills they need to make themselves competitive on the international job market.

The programme features a **common curriculum for all first-year students**. This lays the foundations for an in-depth analysis of visual imagery, the relationship between image and sound, and imagination in the digital age. It teaches students the necessary techniques for directing, recording audio for video, digital editing and cinematography.

The **second year** is divided into **3 concentrations**.

▶ **Cinema and New Technologies:** takes a more in-depth look at film directing techniques, while also guiding students through a theoretical and critical analysis of cinema; introduces digital filmmaking and animation, the economic strategies of filmmaking, and strategies for the distribution and preservation of films.

▶ **Television and Crossmedia:** takes a more in-depth look at television directing techniques, while also guiding students through a theoretical and critical analysis of television and crossmedia communication; introduces techniques for streaming media, tools for the planning and production of series, and television marketing strategies.

NEW

▶ **New Media and Digital Art:** guides students through a theoretical and critical analysis of imagination in the age of digital technology and social media; introduces tools for the planning and creation of interactive products for the web and gaming; examines economic strategies for digital art.

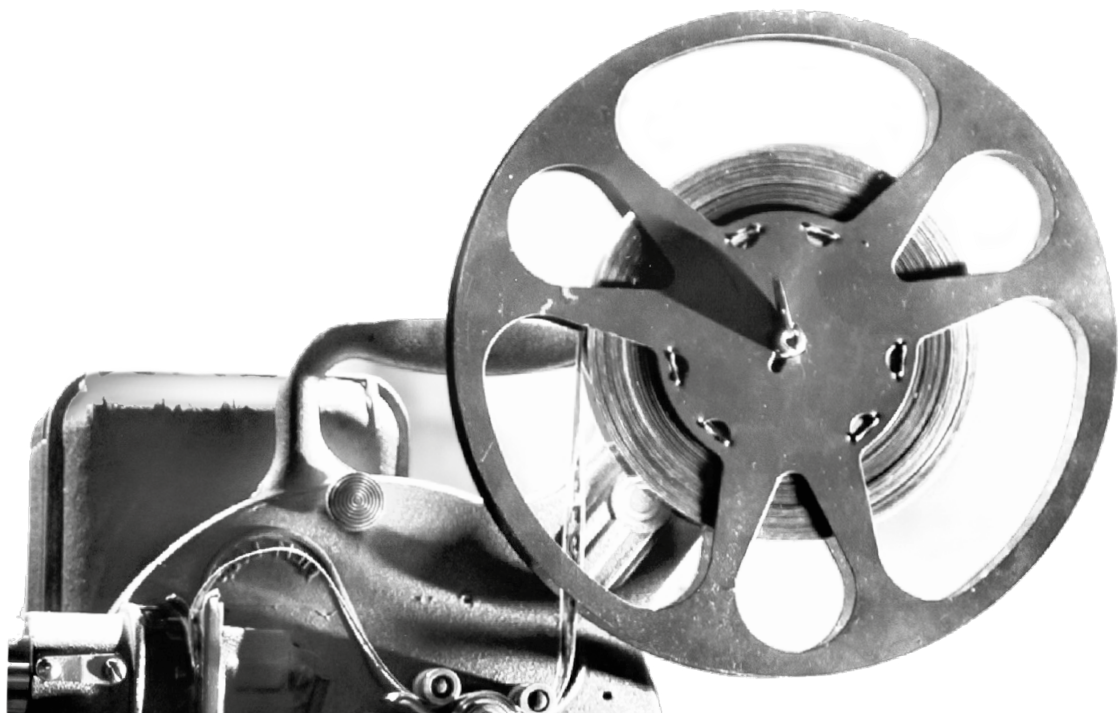
Students can take full advantage of a **Multimedia Lab** with state-of-the-art spaces and equipment that will allow them to bring their audiovisual projects to life.

Students also have the opportunity to gain real-world work experience thanks to an **internship**, which is made possible by agreements with television networks such as Mediaset and Sky, film and television production companies such as Magnolia, institutions such as Teatro alla Scala, the Triennale di Milano, the AFIC (Association of Italian Film Festivals), the Torino Film Festival, the Noir in Festival, and more.

Teachers in this programme include: Maurizio Nichetti (director), Elio De Capitani (actor/director, Teatro Elfo Puccini), Gianni Canova (film critic for Sky Cinema, editor of 8½), Fabio Vittorini (critic for Il Manifesto and Duels), Bruno Bigoni and Andrea Caccia (directors, documentary filmmakers), Giovanni Chiaramonte (photographer), Minnie Ferrara (producer), Michelangelo Frammartino (video artist, director), Massimo Schiavon (cinematographer), Diego Cassani (editor), Leila Fteita (set designer), Marco Chiappa (production manager at Magnolia), Salvatore Vagliasindi (interaction designer).

CAREER PROSPECTS

Graduates will have the skills and knowledge to pursue the following careers: director, digital editor, cinematographer, screenwriter, film and/or (web) TV producer, video game designer, expert in 3D visualization and digital effects, scriptwriter for TV formats and series, author of hypertext fiction, transmedia storyteller, creative content producer for the web, social and mobile media expert, film festival organizer, film and/or television critic, and many other professions.



RECOMMENDED CURRICULUM

YEAR 1 (COMMON CURRICULUM)

REQUIRED COURSES	ECTS (CREDITS)
Directing Lab	9
Digital Editing Lab	12
Film Lighting Systems for Cinema and Television	6
Media Soundscapes	12
<ul style="list-style-type: none"> ✔ Music and Image ✔ Live Sound Lab 	
Visual studies	12
<ul style="list-style-type: none"> ✔ Photography: Theory, History and Technique ✔ Video Art and Audiovisual Installations 	
Imagination in the Digital Age	6
ELECTIVE COURSES	6

YEAR 2 – Concentration: CINEMA AND NEW TECHNOLOGIES

REQUIRED COURSES	ECTS (CREDITS)
Advanced Film Directing Lab	6
Digital Cinema	9
<ul style="list-style-type: none"> ✔ Visual and Digital Effects ✔ Animation Lab 	
Film Studies	9
<ul style="list-style-type: none"> ✔ Film Studies ✔ Critical Writing for Cinema and Entertainment 	
Expanded Cinema and Business	12
<ul style="list-style-type: none"> ✔ Film Economics: Strategies and Tools ✔ Film Archives, Exhibitions and Museums 	
Internship/Professional Workshop	3
ELECTIVE COURSES	6



YEAR 2 – Concentration: TELEVISION AND CROSSMEDIA

REQUIRED COURSES

	ECTS (CREDITS)
Advanced Directing for Television	6
Crossmedia Seriality	12
<ul style="list-style-type: none"> ✓ TV Formats and Series ✓ Web Series Planning and Production 	
Web TV	12
<ul style="list-style-type: none"> ✓ TV, Social Media and the Web ✓ Streaming Media Lab 	
Television and Crossmedia Business	6
Internship/Professional Workshop	3
ELECTIVE COURSES	6

YEAR 2 – Concentration: NEW MEDIA AND DIGITAL ART



REQUIRED COURSES

	ECTS (CREDITS)
New Media and Digital Entertainment	12
<ul style="list-style-type: none"> ✓ Gaming and Video Games ✓ Interaction Design 	
Digital Art	12
<ul style="list-style-type: none"> ✓ Identity, Culture and Technology ✓ Digital Art Lab 	
Social and Mobile Media Studies	6
E-World	9
<ul style="list-style-type: none"> ✓ Business, E-Creativity and Digital Copyright ✓ Web Analytics 	
Internship/Professional Workshop	3
ELECTIVE COURSES	6

MASTERS THESIS 12

POSSIBLE ELECTIVE COURSES

	ECTS (CREDITS)
Documentary Filmmaking Lab	6
Film Festival Organization	6
Acting and Directing Actors	6
Set Design and Location Management	6
World Theatre, Theatre in the World	6
Art Documentaries	6
Radio and Video Clips	6
Entrepreneurship and Innovation for Creativity and Start-Up	6
Creativity Theories	6
Narration Techniques	6
Literature, Arts and Media	6

TWO-YEAR MASTERS DEGREE IN STRATEGIC COMMUNICATION

NEW

In English

IULM'S Master of Strategic Communication is a programme that will train students to become highly specialized professionals in the field of corporate communication. At the same time, it will hone their business and managerial skills so that they can become more effective strategic communicators. All courses in this programme are taught in English.

Graduates will have the skills needed to take on key positions as managers and professionals in the field of communications management, making themselves an asset to companies, organizations, PR agencies and communications agencies around the world.

The faculty is made up of strategic communication experts with extensive international teaching experience, together with internationally acclaimed professors from the world's best strategic communication programmes. What's more, this two-year masters degree programme will be carried out in partnership with several foreign universities, which will allow students to attend courses abroad.

The faculty can also draw on the support of an Advisory Board that includes CEOs, communication directors and managers from important multinational corporations, companies and communications agencies. These professionals have played a key role in designing the programme's curriculum. Courses have a strong practical focus and are project-based, revolving around classroom discussion, case studies, business games and role-plays. This allows students to better understand how organizations and managers really work.



CAREER PROSPECTS

Graduates of IULM's Master of Strategic Communication will learn the technical know-how needed to excel at communications, while also acquiring a strategic understanding of the role communications can play in various organizational contexts. The programme aims to produce trained professionals who will be prepared to take on such key roles as: Strategic Communication Manager, in charge of planning and coordinating corporate communication strategies within an organization; Global Reputation Manager, responsible for developing and constantly improving a brand's reputation or an organization's corporate reputation; Communication Specialist, in charge of planning and coordinating sector-specific communications strategies; and Stakeholder Relationship Manager, responsible for the planning and organization of activities meant to engage an organization's various stakeholders.

RECOMMENDED CURRICULUM

YEAR 1

REQUIRED COURSES	ECTS (CREDITS)
Strategy and Management	9
Organizational Behaviour & Neuromanagement	6
Strategic & Entrepreneurial Communication	9
Brand, Identity & Reputation	12
✔ Consumer Behaviour & Integrated Marketing Communication	6
✔ Identity & Reputation Management	6
Digital Communication Management	12
✔ Digital and Crossmedia Strategy	6
✔ Social Media Relations Management	6
Content Management & Corporate Storytelling	6
Elective courses	6

YEAR 2

REQUIRED COURSES	ECTS (CREDITS)
Stakeholder Relationship Management	12
✔ Issues & Crisis communication	6
✔ Corporate Social Responsibility & Communication	6
Communication Measurement & Data Analysis	6
Public Affairs & Digital Advocacy	6
Internal Communication and Change Management	6
Financial Communication and Investor Relations	6
Elective courses	6
Field project/internship	6
Thesis	12

POSSIBLE ELECTIVE COURSES	ECTS (CREDITS)
Digital Markets	6
Entrepreneurship and Innovation for Creativity and Start-Up	6

THREE-YEAR UNDERGRADUATE DEGREE IN ARTS, ENTERTAINMENT AND CULTURAL EVENTS

In Italian

IULM's three-year undergraduate degree in Arts, Entertainment and Cultural Events provides students with the basic skills required to work in the arts and culture industry as well as in entertainment production. These fields are constantly evolving, and as such they require well-read professionals who also possess sound managerial skills. There is great potential for this kind of work: just look at the growing number of people who are finding employment in these industries, which is in line with positive global trends as well. In order to meet this increasing demand, IULM's undergraduate degree in Arts, Entertainment and Cultural Events has been structured around two core aspects: on the one hand, students are guided through a historical and critical analysis of the languages of art and entertainment; on the other hand, they are introduced to the operational/managerial aspects of the field. Along the way, students gain the knowledge and skills they need to analyse, create and publicize products and content specifically designed for arts and entertainment, while at the same time learning the practical side of organizing and running cultural events and activities. The programme covers a wide variety of academic disciplines, ranging from fields as broad as the arts and the social sciences to subject-specific courses on forms of language and digital systems. Examples include: History of Medieval, Modern and Contemporary Art, Fashion and Design Cultures, Management and Marketing of Cultural Events and Entertainment, and Economics of Culture. The programme is designed to provide students with a solid theoretical foundation, and then to carefully check what they have learned by examining them in practical settings. To that end, the courses on offer are a combination of lectures (delivered by IULM faculty members as well as by professionals who work in emerging industries), workshops, and experiences "in the field". Classroom work is complemented by practical workshops; visits to museums and television studios; a series of conferences with prominent figures and professionals from the world of art, culture and entertainment; projects and partnerships with outside institutions; and internships and traineeships both in Italy and abroad. This is all made possible thanks to the numerous partnerships and work experiences that the Faculty of Arts, Tourism and Markets has organized exclusively for its undergraduates (such as its partnership with MIA FAIR). In each year of the programme, students also get a chance to experience the world of work thanks to "Job Labs". These intense, hands-on workshops are run by renowned professionals with the support of IULM faculty members, the goal of which is to help students design and produce innovative projects.

CAREER PROSPECTS

IULM's three-year undergraduate degree in Arts, Entertainment and Cultural Events aims to train professionals who will be able to document, develop and promote artistic heritage through both traditional means and new multimedia platforms. Furthermore, graduates will be expert organizers of artistic and cultural events, covering everything from their planning and production to their execution and promotion. This programme will also open doors for graduates in the following careers: Art and Cultural Content Editors – Experts in the planning, production, organization and distribution of art exhibitions, cultural events and entertainment products – Interculturalists (Artistic and Cultural Mediators) – Experts in the management of cultural events for public and private institutions – Art Appraisers – Professional promoters of culture for the press, television and the web – Professionals in the field of digital communication for the arts.

RECOMMENDED CURRICULUM

YEAR 1

REQUIRED COURSES

	ECTS (CREDITS)
History of Medieval Art	6
History of Modern Art	6
Visual Arts	12
✓ History of Contemporary Art	
✓ Art and Media	
Contemporary History	6
✓ Contemporary History	
✓ Contemporary Italy	
Principles of Economics	6
Fashion and Design Cultures	12
✓ Contemporary Design	
✓ Contemporary Fashion	
Professional English I	6

ELECTIVE COURSES

6

YEAR 2

REQUIRED COURSES

	ECTS (CREDITS)
The Entertainment System	12
✓ History and Criticism of Art Cinema	
✓ Disseminating the Arts on Television	
✓ Forms of Contemporary Theatre	
✓ Production and Organization of Contemporary Music	
Digital Communication for the Arts	6
Economics of Culture	6
Artistic and Cultural Communication	12
✓ Psychology of Communicative Processes	
✓ Cultural Journalism	
Art Law	6
Professional English II	6
Second Foreign Language	6

ELECTIVE COURSES

6

YEAR 3

REQUIRED COURSES

	ECTS (CREDITS)
Aesthetics	6
History of Art Criticism	6
Arts and Business	6
Management and Marketing of Cultural Events and Entertainment	6
Photography: Theory and Technique	6
Writing Seminar	6
Professional English III	6
Internship for the Development of Professional Skills	6

ELECTIVE COURSES

6

UNDERGRADUATE THESIS

6

POSSIBLE ELECTIVE COURSES

	ECTS (CREDITS)
Art and Architecture	6
Management of Cultural Events	6
Museum Education	6
English for Art	6
Art and Television	6
Art and Fashion	6

THREE-YEAR UNDERGRADUATE DEGREE IN TOURISM, MANAGEMENT AND TERRITORIAL DEVELOPMENT

In Italian

IULM's three-year undergraduate degree in Tourism, Management and Territorial Development offers students first-class training for a career in one of the few industries not to have been hit hard by the national and international financial crisis. With a course offering that covers economics, social sciences and territorial sciences, this programme provides students with a solid foundation upon which they can develop expert skills in management, tourism services, digital communication and marketing. In addition to in-depth studies of management and territorial development, students are also exposed to a number of subjects which can strengthen their personal skills and resources, such as new technologies (ICT), techniques on how to promote and make the most of cultural heritage/initiatives, and law. Furthermore, students will be able to master the English language, thus opening doors to careers throughout Europe and beyond. This core curriculum is complemented by a series of innovative workshop-courses designed to bring students into close contact with the world of work. The aim is to provide students with a curriculum that takes the opportunities of globalization into consideration, so that once IULM graduates enter the labour market, they stand out for their ability to seize upon the development potential of companies and/or places in a sustainable way. The workshops tackle a number of issues that are pertinent to the programme, including event management, management of tourist destinations, digital communication for tourism, and start-ups. There are many opportunities for students to personalize their course of study, as they are free to choose four elective courses and four workshops, in addition to an internship and final thesis.

CAREER PROSPECTS

With a degree in Tourism, Management and Territorial Development from IULM, you will have the technical and practical training necessary for any of the following careers in tourism:

- ✔ Marketing and sales for companies and organizations working in the tourism industry.
- ✔ Hotel and resort management for institutions and associations.
- ✔ Promoter of tourist destinations for institutions and associations in both the public and private sectors.
- ✔ Event planner and manager for leisure tourism and business tourism.

And your career prospects do not stop there: thanks to IULM's innovative vocational training programme, you will also have the skills you need to work your way up to managerial roles in sustainable territorial development.

RECOMMENDED CURRICULUM

YEAR 1

REQUIRED COURSES	ECTS (CREDITS)
Geography, Culture and Tourism	6
Business Economics of Tourism	6
Sociology and Psychology of Tourism	6
Human Resource Management and Service Management	6
Digital Communication for Tourism	6
Tourism Marketing	6
Contemporary History and Evolution of Tourism	9
Information and Communication Technology (tools for tourism)	6
Professional English for Tourism I	6
ELECTIVE COURSES	6

YEAR 2

REQUIRED COURSES	ECTS (CREDITS)
Tourism Law	6
Tourism and Artistic Heritage	9
Territorial and Environmental Policies	6
Competitive Strategies and Performance in Tourism	6
Events, Tourism and Territorial Development	6
Archaeology and History of Ancient Art	6
Destination Management	6
Professional English for Tourism II	6
Second Language (to choose from the following: French, Spanish, German)	3
ELECTIVE COURSES	6

YEAR 3

REQUIRED COURSES	ECTS (CREDITS)
Birth and Development of New Tourism Enterprises	6
Local Development and International Bodies	12
Economics of Tourism and Cultural Fundraising	6
Professional English for Tourism III	6
Workshops on Careers in Tourism	12
Internship for the Development of Professional Skills	6
ELECTIVE COURSES	6

UNDERGRADUATE THESIS	3
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POSSIBLE ELECTIVE COURSES	ECTS (CREDITS)
Communication and Social Media Marketing for Tourism	6
Archaeological Sciences for Tourism and Cultural Heritage	6
Local Development and Common Heritage	6
Culture of Tourism	6
Ethnolinguistics: African Cultures	6
Principles and Techniques of Revenue Management	
Third Foreign Language	

TWO-YEAR MASTERS DEGREE IN ARTS, MARKETS AND CULTURAL HERITAGE

In Italian

IN PARTNERSHIP WITH THE TRIENNALE DI MILANO

IULM's two-year masters degree in Arts, Markets and Cultural Heritage provides students with advanced skills for the arts and culture industry, with a focus on art history, economics, management and organization. This highly specialized programme will train students to become managers, critics, art curators, promoters of culture, gallery owners, museum directors and consultants who know how to manage all aspects of the art market. The curriculum allows students to gain an in-depth understanding of theoretical concepts while also learning important practical methods to use in the field, such as: how to understand and control the processes of cultural production; how to plan, organize and promote art exhibitions; and how to publicize art on television and through new media. IULM's two-year masters degree in Arts, Markets and Cultural Heritage is especially unique because of a partnership between IULM University and the Triennale di Milano, whereby students are directly engaged with the prestigious foundation's staff of experts in their various fields of expertise. This is a wonderful opportunity for students to learn professional skills and only serves to enhance the programme's curriculum, as courses are structured with this very goal in mind: to create synergy between academics and top-tier professionals. As such, lectures are followed up with one-to-one meetings with working professionals, just as introductory seminars lead to workshops and experiences "in the field". Add that to a wide range of projects that students work on, and you have the framework for a truly unique masters degree. The programme only gets better from there, thanks to lecture series with renowned figures from the world of art, culture and entertainment, as well as conferences with public and private institutions and foundations, projects and partnerships with outside institutions, and internships and traineeships both in Italy and abroad. Regarding the latter, important internships with national and international partners – such as the Fondazione Sandretto Re Rebaudengo and the Israel Museum – are announced each academic year. Some courses worth highlighting in the programme's curriculum include: Art and the Web; Start-ups for Art; Strategies for Foundations, Auction Houses and Galleries; Museum Management and Culture; Curatorship of Art, Fashion and Design Exhibitions. First-year students have the opportunity to challenge themselves with work projects that entail producing and promoting art through the media. IULM also organizes "Job Labs" that focus on specific fields of expertise. These intense, hands-on workshops are run by renowned professionals with the support of IULM faculty members, the goal of which is to help students carry out projects that lead to concrete results in key areas of the professions being studied. Students conclude their masters degree with an end-of-course project wherein they must curate, organize and promote a student-organized contemporary art exhibition with the support of IULM University and the Triennale di Milano.

CAREER PROSPECTS

With a two-year masters degree in Arts, Markets and Cultural Heritage from IULM, you will have the skills to take on managerial roles in the art world, ranging from art criticism to the documentation, preservation, development and promotion of artistic heritage. You will also be professionally trained to plan, produce, execute, manage and promote artistic and cultural events. Furthermore, this programme will open doors for graduates in the following careers: Production, organization and distribution of artistic and cultural events and/or products – Management and marketing of cultural events for public and private institutions – Financial management for cultural and artistic foundations, galleries, auction houses – Curatorship of exhibitions, events, cultural initiatives – Communication and promotion of art through traditional media and multimedia channels – Interculturalists (artistic and cultural mediators).

RECOMMENDED CURRICULUM

YEAR 1

REQUIRED COURSES	ECTS (CREDITS)
Attribution and Recognition of Works of Art	6
History and Criticism of Contemporary Art	6
Philosophy of Art	6
Ways of Communicating Art	6
✓ Art and the Web	
✓ Production of Archaeology Documentaries	
Storytelling Methodologies	6
Economics for Creativity	9
✓ Economics of Arts and Culture	
✓ Economics of Cultural Enterprises	
✓ Start-Ups for Art	
Careers in Art	12
✓ Theoretical Framework of the Art Market	
✓ Strategies for Foundations	
✓ Strategies for Auction Houses	
✓ Strategies for Galleries	
Cultural Heritage Law in Italy and Europe	6

YEAR 2

REQUIRED COURSES	ECTS (CREDITS)
Artistic and Cultural Events: Theory and Practice	15
✓ Curatorship of Art Exhibitions	
✓ Curatorship of Fashion and Design Events	
✓ Exhibition Design Methodology	
Museology	12
✓ Museum Management and Culture	
✓ Communication in the Business of Museums	
Planning, Production and Promotion of Artistic and Cultural Event (c/o the Triennale di Milano)	12

ELECTIVE COURSES 12

MASTERS THESIS 12

POSSIBLE ELECTIVE COURSES	ECTS (CREDITS)
Digital Communication for the Arts	6
Big Data and Artificial Intelligence	6
Management of Cultural Enterprises and Organizations	6
Behavioural Economics	6
Arts and Cultural Heritage	6
Philosophy and Art	6

TWO-YEAR MASTERS DEGREE IN HOSPITALITY & TOURISM MANAGEMENT

NEW

Dual Degree taught in English

IN PARTNERSHIP WITH:

UNIVERSITY OF CENTRAL FLORIDA (UNITED STATES)

UNIVERSITÉ GRENOBLE ALPES (FRANCE)

With a uniquely international and multicultural approach, the Master of Science in Hospitality and Tourism Management (HTM) provides students with the analytical skills and advanced tools they need to successfully take on managerial roles in the tourism industry.

This limited enrolment programme is reserved for students who have distinguished themselves at the undergraduate level, in Italy or abroad, and who now want to take on managerial and/or entrepreneurial roles in various fields of the tourism and services industry (e.g. hotel chains, cruise lines, airlines, the MICE industry, online travel agencies and tour operators, destination marketing organizations, consulting firms specializing in tourism).

The first year of this two-year masters degree takes place at IULM University in Milan (though all courses are taught in English). The second year provides students with a choice between two specializations:

- ▶ **Hospitality and Tourism Management programme:** Students who choose this concentration will spend their second year in the United States at the Rosen College of Hospitality Management at the University of Central Florida (UCF). All courses are taught in English. Students will earn a dual degree, namely an Italian two-year masters degree (Laurea Magistrale) and an American Master of Science (M.Sc.). Additionally, graduates will have the opportunity to stay in the United States for one year of work experience following their graduation. After this wonderfully international experience, students will be ready to take on high-ranking roles in the world's best tourism and hospitality companies.
- ▶ **Innovation et Territoire programme:** Students who choose this concentration will spend their second year in France at the Université Grenoble Alpes. All courses are taught in French. Students will earn a dual degree, namely an Italian two-year masters degree (Laurea Magistrale) and a French degree (maîtrise). Coursework will focus on preparing students for executive positions in destination marketing and destination management companies as well as public institutions in charge of territorial development.



Thanks to its dynamic approach to teaching, this masters degree programme places a strong focus on taking the concepts and tools learned in the classroom and applying them to specific issues and case studies from the business world. Students are pushed to develop their capacities from day one in a challenging multicultural setting, with the goal of acquiring skills that will set them apart on the job market. The programme features an innovative teaching mix made up of 10% distance learning and 20% lectures, with the remaining 70% dedicated to seminars, simulations, field projects, in-company training days, workshops with managers and entrepreneurs working in the field, and internships in Italy and abroad. The faculty is composed of 1/3 Italian professors, 1/3 professors from the world's best tourism schools, and 1/3 senior managers from the industry's foremost companies.

Admission requirements for the masters degree programme

- ✔ Applicants must be in possession of a three-year undergraduate degree from Italy (Laurea Triennale) or equivalent foreign degree, or be expected to receive one of the aforementioned degrees by the end of their undergraduate programme's fall graduation session. Applicants must have a minimum GPA of 25/30.
- ✔ Applicants must have at least a B2 level of English, which will be determined during an oral interview held at IULM University.

Furthermore, the Hospitality and Tourism Management programme at the University of Central Florida also requires the following:

- ✔ A minimum TOEFL score of 220 (computer-based test) or 80 (internet-based test), or a minimum IELTS score of 6.5.
- ✔ A GPA from the first year of coursework at IULM that is no lower than 3.0 out of 4.0 (approximately 25/30 on the Italian grading scale).

For the Innovation et Territoire programme at the Université Grenoble Alpes:

- ✔ A Test de Connaissance du Français (TCF) score of level 3 (intermediate) or above with a minimum score of 300 on the listening comprehension test.
- ✔ A minimum GPA of 25/30 from the first year of coursework at IULM.

CAREER PROSPECTS

The Master of Science in Hospitality and Tourism Management prepares students for managerial roles in marketing and sales, revenue management, digital marketing and e-commerce, guest relations for companies in the tourism and services industry (hospitality, online travel, tour operators and traditional travel agencies, the Meetings-Incentives-Conferences-Exhibitions industry, the transportation industry, luxury retail), or roles in destination marketing organizations. The HTM programme will also open doors for graduates in the following careers: Marketing & communication specialist/manager – Business development manager – Hotel manager – Revenue manager – CRM manager – Digital marketing manager – Social media manager – Sales manager – Country manager – International sales manager – Sales and marketing manager – E-distribution and e-commerce manager – Tourism planning manager for local institutions and tourist destinations – Product/destination manager for tour operators – Head editor for trade publications – PR and corporate communications manager for tourism companies and institutions – Destination manager – Manager of destination marketing projects for the promotion of tourist destinations – Event manager – Convention bureau manager – Meeting and congress manager.

RECOMMENDED CURRICULUM

YEAR 1 – IULM University

REQUIRED COURSES	ECTS (CREDITS)
Managing Hospitality and Guest Services Organizations	9
Strategic Marketing in Hospitality and Tourism	12
Critical Issues in Hospitality Human Resources	9
Financial Analysis of Hospitality Enterprises	6
Hospitality & Tourism Information Technology	6
Cultural Heritage, Arts and Tourism	9
Innovation, Environment, Nature and Sustainable Development	9

YEAR 2 - University of Central Florida (UCF)

REQUIRED COURSES	ECTS (CREDITS)
Data Analysis in Hospitality and Tourism Research	9
Hospitality and Tourism Strategic Issues	6
Feasibility Studies for Hospitality/Tourism Enterprises	12
Communication Skills	9
ELECTIVE COURSES	12
MASTERS THESIS	12

YEAR 2 - Université Grenoble Alpes (UGA)

REQUIRED COURSES

	ECTS (CREDITS)
Introduction à l'Innovation Territorial	9
Innovation, Art et Créativité Territorial	6
Innovation, Tourisme, Nature et Loisirs	12
Communication Skills	9

ELECTIVE COURSES

12

MASTERS THESIS

12

POSSIBLE ELECTIVE COURSES AT UCF

International Tourism Management
Tourism Industry Analysis
Principles of Destination Marketing and Management
Hospitality/Tourism Industry Brand Management
Advanced Training and Development in the Hosp. Ind.
Mega-Events
The Management of Lodging Operations - Advanced
Vacation Ownership Resort Sales Management
Vacation Ownership Resort Planning
Event Administration
Convention and Conference Sales and Services

POSSIBLE ELECTIVE COURSES AT UGA

Innovation et Gouvernance
Innovation, Environnement Nature et Développement Soutenable
Méthodologie du Mémoire et Design Collectif
UE Innovation Métropolisation et Territoires Émergents
Atelier Innovation, Participation, Expérimentations et Créativité Territoriale
Innovation, Communication et Design des Politiques Publiques
Innovation et Inscription de la Nature dans les Territoires
Innovation et Émergences des Territoires Numériques et Intelligents
Innovation, Marges et Géographie Critique





SCHOOL OF COMMUNICATION. YOUR FUTURE LIVES HERE.

A MODEL OF TEACHING THAT PREPARES YOU FOR THE FUTURE.

The **IULM School of Communication**

is a postgraduate and post-experience training centre run by IULM University. We offer top-tier continuing education programmes in the form of one-year masters degrees and Executive Education courses.

There is no better place for the managerial training of future communication professionals.

www.scuolacomunicazioneiulm.it



Faculty

The IULM School of Communication boasts a faculty made up of IULM University professors together with visiting professors and renowned professionals who have years of teaching experience.

Course offering

No matter what stage of your education or experience you find yourself in, the IULM School of Communication has a course for you: one-year masters degrees, Executive Education courses, professional training courses, seminars, workshops and on-demand courses. Our goal is to provide continuing education using the most innovative teaching methods.

One-year Masters Degrees

- ✓ The Art of Storytelling. Literature, Cinema, Television
- ✓ Communication for International Relations – MICRI (in English)
- ✓ Design Direction and Management
- ✓ Publishing and Music Production
- ✓ Food & Wine Communication - in partnership with Gambero Rosso
- ✓ Food Design - in partnership with Scuola Politecnica di Design (in English)
- ✓ Game Design (In English)
- ✓ Journalism
- ✓ Hospitality and Tourism Management (HTM) – Dual Degree (in English)
- ✓ International Communication – MIC (in English)
- ✓ Innovation & Entrepreneurship
- ✓ Asian Languages and Cultures
- ✓ Management of Made in Italy. Use and Communication of Fashion, Design and Luxury Goods
- ✓ Management of Artistic and Cultural Heritage
- ✓ Management and Communication for Beauty and Wellness
- ✓ Management of Social, Political and Institutional Communication
- ✓ Sports Communication and Marketing

Executive Education Courses

- ✓ Copywriting and Advertising Communication
- ✓ Guest Relation Management
- ✓ MasterBook. Specialization for Careers in Publishing
- ✓ European Museology
- ✓ Online Master Course in Museology, New Media and Museum Communication (in English)
- ✓ Art Market Management

- ✓ Animation & Visual Effects, in partnership with Animation Italia
- ✓ Information Architecture and User Experience Design
- ✓ Communication, Litigation & Human Resources
- ✓ Dubbing, Adaptation and Translation for Film
- ✓ Gourmet Italian Food: Product Innovation and Marketing Strategies
- ✓ Corporate Public Relations – MARPI
- ✓ Social Media Marketing & Digital Communication
- ✓ Professional Photography. Photography Careers in the Digital Age

- ✓ Mobile Marketing
- ✓ Big Data for Communication Strategies
- ✓ The Facilitator: The New Profession for Business Administration and Innovation



INTERNSHIP & PLACEMENT OFFICE

A BRIDGE TO THE WORLD OF WORK.

IULM University has always been committed to training young professionals who are ready to enter the job market.

Our Internship & Placement Office provides career counseling and puts our students and graduates in touch with companies searching for talent. Not only do students have access to a network of accredited companies, they can also take advantage of a number of valuable tools and services at their disposal as they prepare to transition from student life to working life.

- ▼ Co-curricular and extracurricular internships, both in Italy and abroad.
- ▼ Career counselling and CV/resume revision.
- ▼ Meetings with business coaches and top managers.
- ▼ Focus groups dedicated to work-related issues.
- ▼ Information/training sessions to learn the best online and offline self-marketing techniques; mock job interviews; learning assessment techniques; workshops on specific topics.
- ▼ Job seminars: meetings where companies give a presentation about their work, and where it is possible to be interviewed for an internship or placement in Italy or abroad.
- ▼ Work projects with important companies in order to search out talent.
- ▼ Company visits and meetings with mentors.
- ▼ Opportunities for students to gain international experience during their course of studies, so that they can successfully take on professional roles in large organizations and multinational corporations.
- ▼ Career Advisory, a service to help students who are about to graduate and graduates in their career development as well as provide support in their transition to work.

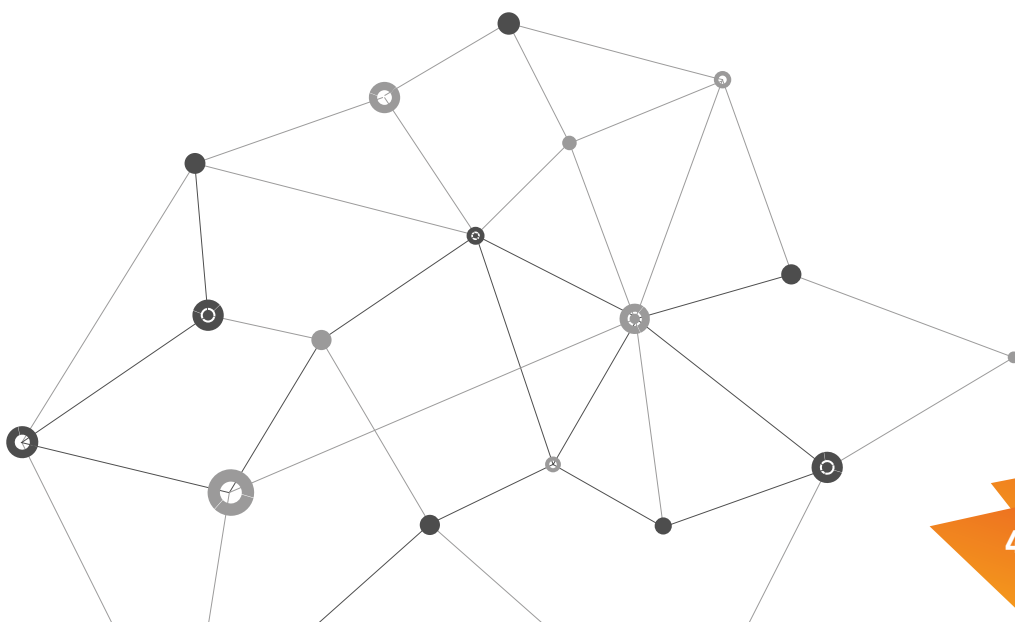
OFFICE OF INTERNATIONAL RELATIONS

BUILD YOUR OWN FUTURE IN THE WORLD.

In a world of constant communication, you need to know how to communicate with everyone. IULM University has opened its doors to the world, attracting talent and excellence from all corners of the globe while preparing its own students for an increasingly globalized future.

IULM actively encourages its students to spend a period studying abroad through Erasmus, Exchange, Study Abroad and Summer Session programmes. As a participant in Europe's foremost exchange programmes, IULM is committed to building a network of exchange agreements and dual degrees with a growing number of universities, both within and outside of Europe.

IULM's Office of International Relations manages all projects that have to do with this internationalization strategy. It organizes information sessions, meetings and intensive programmes, and it partners with initiatives that promote intercultural exchange.



LIVING AT IULM / EXPERIENCING IULM

University is not just in the classroom.

**It's also a place where you can spend part of your life enjoying yourself
and planning the future. Where you can experience, discover, communicate.**

It's not just a university, but a world of opportunities and resources
made just for you.



Accommodation at IULM

IULM University provides students with on-campus housing in its comfortable Residence Hall and in the new Cascina Moncucco student dormitory.

The **IULM Residence Hall** offers 70 double rooms as well as 4 single rooms for students with disabilities. Each room features satellite TV and an Internet connection. The residence hall also boasts a day room with two large study areas, a computer room, a theatre, and a furnished “coffee corner” with vending machines where students can eat and converse. IULM’s residence hall is the ideal study environment for students while also allowing them to make the most of their free time. Students must apply to IULM’s Right to Education Office (Ufficio Diritto allo Studio) for accommodation in the IULM Residence Hall.

Cascina Moncucco was recently renovated by IULM thanks to contributions from the Ministry of Education, University and Research (MIUR), the Lombardy Regional Government, and the City of Milan. In particular, the City of Milan has granted IULM free use of the property on a renewable basis. This dormitory is designed to accommodate about 100 IULM students (38 double rooms, 5 of which are reserved for students with disabilities), but at the same time it serves as a venue for cultural and educational initiatives open to the local community. Indeed, the Cascina features indoor and outdoor spaces which can host cultural events organized by IULM for the city at large. The Cascina Moncucco initiative is of great social value and could serve as a model for future initiatives of a similar nature. Students must apply to IULM’s Right to Education Office (Ufficio Diritto allo Studio) for accommodation in Cascina Moncucco.

IULM Open Space

IULM Open Space is the most recent addition to IULM’s buildings on campus. It’s a space designed to promote the exchange of knowledge and the fusion of cultures – and the whole city is invited.

Harmony and colour, lights and lines, space and glass, simplicity and elegance: these are the features of IULM’s monumental new complex, which is also open to the city of Milan as a gathering place for the local community.

With two auditoriums and a large exhibition space, IULM Open Space is a prestigious venue for concerts, conferences and artistic and cultural events. In this way, the University has further cemented its role as a multifaceted cultural centre for the city of Milan.

Facilities, Services, Initiatives

▼ **University Library and Video Library**

Over 150,000 books, more than 1,050 periodicals and 13,000 audiovisual resources.
A large study space available to all IULM students.

▼ **Teaching and Research Laboratories**

Multimedia Lab, "Behaviour and Brain Lab" Research Centre, Simultaneous Interpretation Labs, Journalism Lab, Archeoframe – Laboratory for the Development and Promotion of Archaeological Heritage.

▼ **Agora**

Aula Magna and Auditorium for conferences, presentations and cultural events.

▼ **Tutoring**

Teacher-led and peer-to-peer tutoring; Psychological counselling and support for people with disabilities.

▼ **Master X**

The student-run magazine published by IULM's Journalism programme.

▼ **Infopoint**

An answer to all of your questions: service available from 9am to 5pm.
Toll-free number from Italy: 800 363 363 - infopoint@iulm.it
from abroad: + 39 02 89 141 2818 / 2386 - admission@iulm.it

▼ **Cultural initiatives**

Work with web radio or web television, participate in a creative writing group or a theatre workshop:
IULM University offers you all of this and more.

▼ **Bookshop**

More than just textbooks: a place where you can stay up to date on the arts and culture.

▼ **Restaurant & Cafè**

Bar, restaurant, literary café: for a break between lessons.

▼ **Wireless IULM**

Wireless internet so that you can access the web whenever you want.

▼ **IULM Store**

IULM apparel, accessories, office supplies, gifts.

▼ **IULM Print**

The University's copy centre.

▼ **Web TG, Web radio**

New tools to stay on top of news and events at your University.

DiversaMENTE. DISABILITY SERVICES.

IULM University is committed to integration. Much can be done to reduce the obstacles that come with disabilities, but above all there must be a change in mentality. Diversity has to be seen from a different perspective, and that is why IULM has called this office “DiversaMENTE” (a play on the Italian words for “differently” and “mind”). One of the University’s priorities is to guarantee all students equal opportunity in education and the arts. In compliance with current legislation, IULM’s Office of Disability Services has been set up to heed the requests of individuals with disabilities. In this way, the University can meet these students’ needs and develop personalized strategies to support their learning. By adopting an equal opportunities policy and taking steps to provide academic accommodations when necessary, IULM is able to guarantee that all students have the chance to successfully pursue their studies.

For more information: diversamente@iulm.it - Tel. +39 02 89 141 2200

RIGHT TO EDUCATION OFFICE

Article 34 of the Italian Constitution states that “all capable and deserving pupils, including those lacking financial resources, have the right to attain the highest levels of education”. IULM’s Right to Education Office provides financial aid and services to help students access university education, attend courses and successfully conclude their studies.

- ✔ Scholarships
- ✔ Accommodation
- ✔ Meal plans
- ✔ Financial support for international studies
- ✔ Financial support for students with disabilities
- ✔ Special grants

For more information: dirittoallostudio@iulm.it - Tel. +39 02 89 141 2850

UNDERGRADUATE ADMISSIONS

Limited enrolment, unlimited future.

IULM University wants to provide you with the best learning experience possible.

For this reason, the University's programmes have limited enrolment. This guarantees that you get the most out of your lessons and that professors have more time to dedicate to each student. Below you will find the number of places available for the 2017/2018 academic year:

▼ Interpreting and Communication	250 places
▼ Communication, Media and Advertising	520 places
▼ Public Relations and Corporate Communication	630 places
▼ Tourism, Management and Territorial Development	200 places
▼ Arts, Entertainment and Cultural Events	250 places

Admission Requirements and Enrolment in Two-Year Postgraduate Degree Programmes

Students can enrol in three-year undergraduate programmes if they are in possession of a high school diploma (or equivalent). Foreign academic qualifications are valid for access to Italian three-year undergraduate programmes provided that they allow students to access universities in the country where the qualification was awarded, and that they were obtained after a period of at least twelve years of schooling.

The following documents are required for enrolment in a three-year undergraduate degree programme:

- ▼ original high school diploma obtained after at least 12 years of schooling;
- ▼ certificate declaring that the student has passed the university entrance examination for admission to universities in the country of origin, if required by law.

Furthermore, all non-EU students living outside of Italy are required to have a good knowledge of the Italian language. Candidates are normally required to take an Italian language test in order to check their proficiency.

Alternatively, candidates can prove that they meet language requirements by presenting a valid Italian language certificate (CILS; CELI; etc.); in this case, candidates who have achieved an adequate level of language proficiency will not be required to take the Italian language test.



Pre-enrolment for non-EU citizens

Non-EU citizens living outside Italy can submit their pre-enrolment application to the competent Italian authorities in their country of origin no later than the deadline established by the Italian Ministry of Education, University and Research (MIUR).

Enrolment procedures are established by MIUR in a Ministerial Circular and must be followed regardless of any preliminary contact between students and their chosen university, or any acceptance letters that might result from such contact. For more information, please consult the Ministerial Regulations that are currently in force (in Italian) or contact us.

Each international student's case is different, so do not hesitate to contact IULM's International Students Office for any information that you may need: **admission@iulm.it**.

IULM takes care of you, even before you start classes.

IULM's tutoring programme provides you with another way to improve your academic performance. Once you have confirmed enrolment, but before starting classes, you will have to take a placement test which will help you understand the initial level of your academic skills. You will then be informed of the test results, and if necessary you will be assigned a tutor who will help you develop a personal study plan and your course of studies.

In order to help students settle in Italy, IULM University organizes an optional Italian language and culture course. The course is held before the beginning of each semester in September and January. You will also have the choice of attending supplemental courses so that you are sure to get your academic career off to a great start. From the first day of classes to your first day on the job, IULM University will always be by your side.

Reduction of tuition and fees

IULM University offers scholarships for the most talented international students, consisting of a 50% reduction in tuition and fees for the second year of courses. IULM provides 10 scholarships for undergraduate degree programmes. They will be granted to students who have acquired at least 40 credits in their first year of studies.

Accommodation

International students can also apply for discounted accommodation at one of the two IULM residence halls. The University offers 5 places for undergraduate students at a discounted price of € 280 per month. Available rooms will be allocated according to merit ranking.

The deadline for applying is July 31st, 2017. Moreover, all international students are entitled to apply for the same forms of financial aid (tuition reduction, scholarships, accommodation and food) as Italian students, based on income and merit requirements.

For more information: **admission@iulm.it**.



POSTGRADUATE ADMISSIONS

Limited enrolment, unlimited future.

IULM University wants to provide you with the best learning experience possible.

For this reason, the University's programmes have limited enrolment. This guarantees that you get the most out of your lessons and that professors have more time to dedicate to each student. Below you will find the number of places available for the 2017/2018 academic year:

- ▼ **Two-year Masters Degree in Specialized Translation and Conference Interpreting** 100 places
- ▼ **Two-year Masters Degree in Television, Cinema and New Media** 100 places
- ▼ **Two-year Masters Degree in Marketing and Communications** 160 places
- ▼ **Two-year Masters Degree in Strategic Communication** 100 places
- ▼ **Two-year Masters Degree in Arts, Markets and Cultural Heritage** 100 places
- ▼ **Two-year Masters Degree in Hospitality and Tourism Management** 100 places

Admission Requirements and Enrolment in Two-Year Postgraduate Degree Programmes

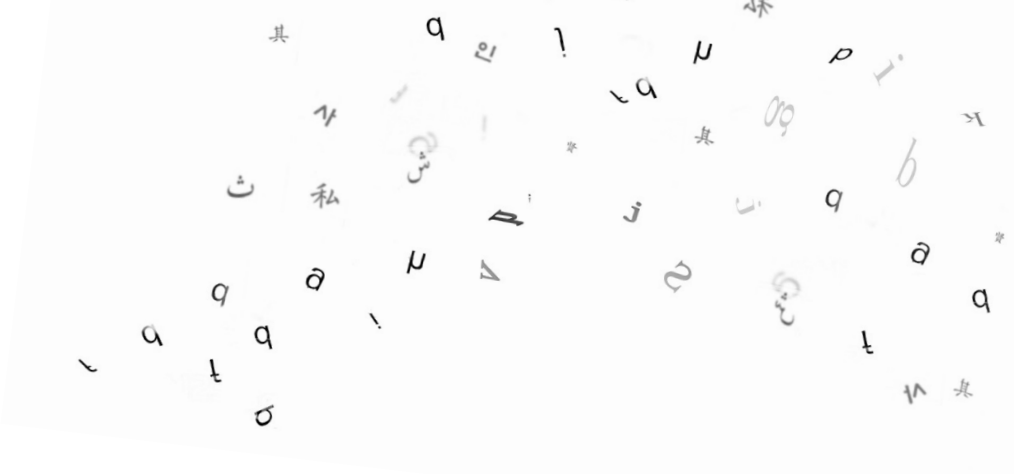
The following documents are required for enrolment in a two-year masters degree programme at IULM:

- ▼ bachelor's degree awarded by a university;
- ▼ certificate issued by the foreign university which declares all courses that were successfully completed by the student, including a syllabus of each course taken. Alternatively, and if applicable, the student can present the "diploma supplement".

As set forth in IULM University's Admission Requirements, once credentials have been evaluated, applicants must pass an admissions test in order to be admitted to a two-year masters degree programme. More information can be found on the university's website under the section dedicated to the two-year masters degrees.

Furthermore, all non-EU students living outside of Italy are required to have a good knowledge of the Italian language if they intend to enrol in a two-year masters degree in Italian. Candidates are normally required to take an Italian language test in order to check their proficiency.

Alternatively, candidates can prove that they meet language requirements by presenting a valid Italian language certificate (CILS; CELI; etc.); in this case, candidates who have achieved an adequate level of language proficiency will not be required to take the Italian language test.



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The deadline for applying is July 31st, 2017. Moreover, all international students are entitled to apply for the same forms of financial aid (tuition reduction, scholarships, accommodation and food) as Italian students, based on income and merit requirements.

For more information: **admission@iulm.it**

ALIULM: JOIN THE NETWORK



ALIULM

alumni association

ONCE A IULM GRADUATE, ALWAYS A IULM GRADUATE.

THAT'S WHY THERE'S ALIULM, IULM UNIVERSITY'S ALUMNI ASSOCIATION: A NETWORK THAT CONNECTS ALUMNI LONG AFTER GRADUATION.

ALIULM is IULM University's Alumni Association.

IULM University has always been a staunch supporter of ALIULM, an independent association that fosters relationships with institutions and businesses in favour of IULM graduates, the University and its affiliates.

The association promotes an exchange of experiences between IULM graduates and prominent figures in the world of work.

It represents an important asset for the growth and career of recent graduates.

IULM Alumni: At the heart of communication since 1968.

INFOPOINT

An answer to all of your questions. Service available from 9am to 5pm.

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www.iulm.com

Università IULM

via Carlo Bo 1 - Milano

Toll-free number from Italy: 800 363 363

From abroad: +39 02 89 141 2818 / 2386

Underground: MM2 Romolo



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