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## Introductory Guide to Bachelor's and Master's Degree Courses

academic year  
2024/2025

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# Contemporary learning

## The teaching model that prepares you for the future

The future opens itself to those who can adapt to change, and who can combine knowledge and know-how, critical-thinking skills and emotional intelligence.

For over 50 years, Università IULM's mission to combine cultural education and professional skills, has made it a place where academics and the job market converge.

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

This formula has led to excellent results over the years, considering the **high employment rate for our graduates**. According to AlmaLaurea's 2022 Report, 68,3%\* of our students who graduated with a Bachelor's Degree, and 79,2% who graduated with a Master's Degree have found stable employment within a year of graduation. These figures rise to 93,8% for Master's Degree graduates finding stable employment within five years of graduation.

\*Figure obtained by isolating IULM graduates with a Bachelor's degree who, after graduation, never enrolled in a Master's degree course (55,7%).

## 1 Cutting-edge facilities

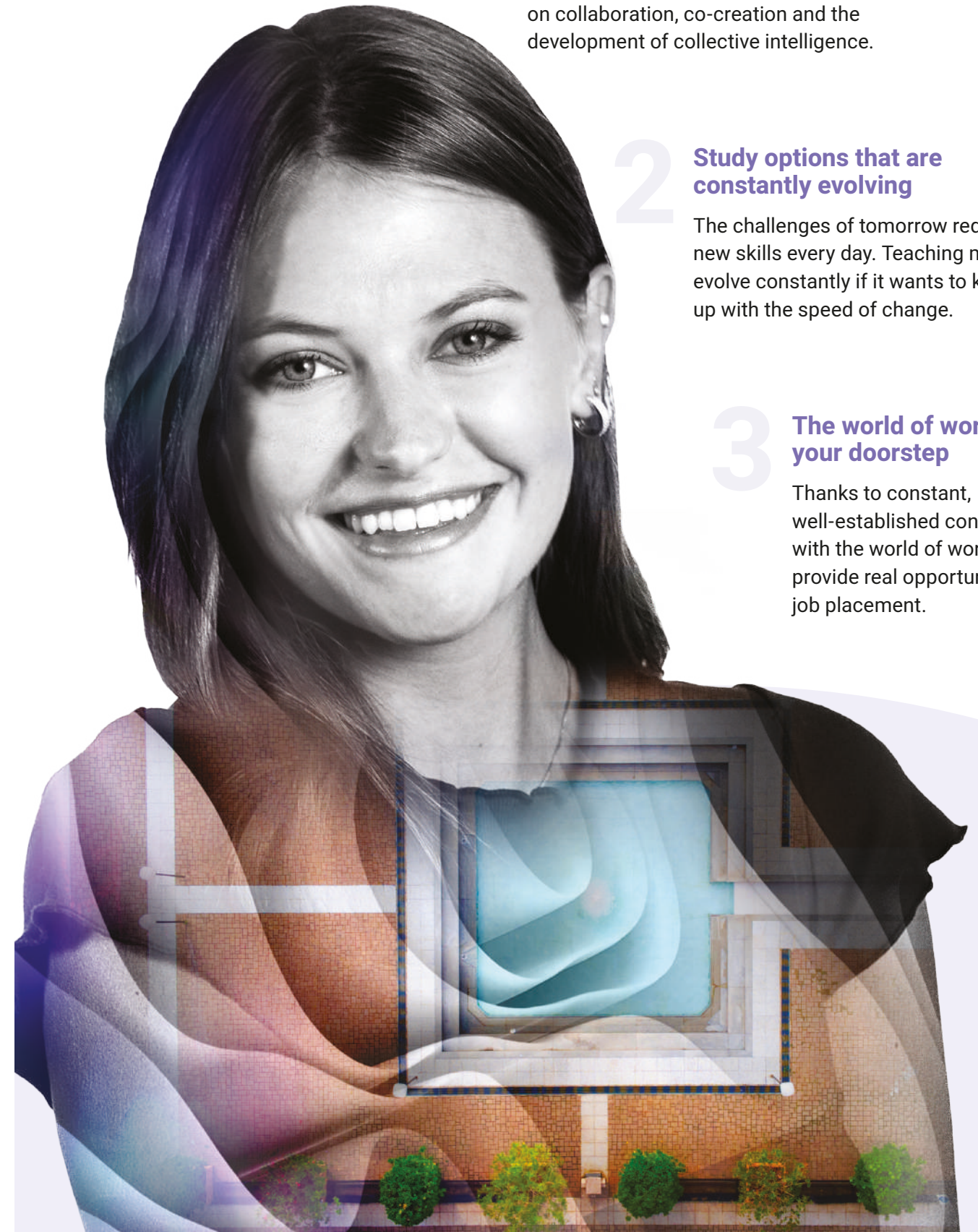
Modern and functional, IULM provides only the best on-campus facilities and services to its students in order to support their education and to foster a learning experience based on collaboration, co-creation and the development of collective intelligence.

## 2 Study options that are constantly evolving

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

## 3 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.



# IULM trains forward thinkers for today and the future

## Dynamic teaching with real connections to the world of work and an eye on the future

The objective of Università IULM is to train professionals to face the challenges and seize the opportunities that emerge from international markets and scenarios, but also to mould the character of men and women who are aware of themselves and their worth, endowed with a sense of critical thinking and strategic vision, educated and trained in developing a sense of responsibility and capable of actively participating in the ongoing digital revolution.

IULM provides its students with a full set of cultural skills as well as solid academic knowledge: an integrated approach combining theory and practical experience that is key to successfully entering the world of work - today and in the future. IULM graduates will be the future protagonists in the new creative industries in the fields of culture, communication and economics, perfectly capable of adapting to and managing an increasingly fast-changing world.

### Contemporary learning

A complete and contemporary teaching model, with an international vision to prepare professionals for an ever-changing world.

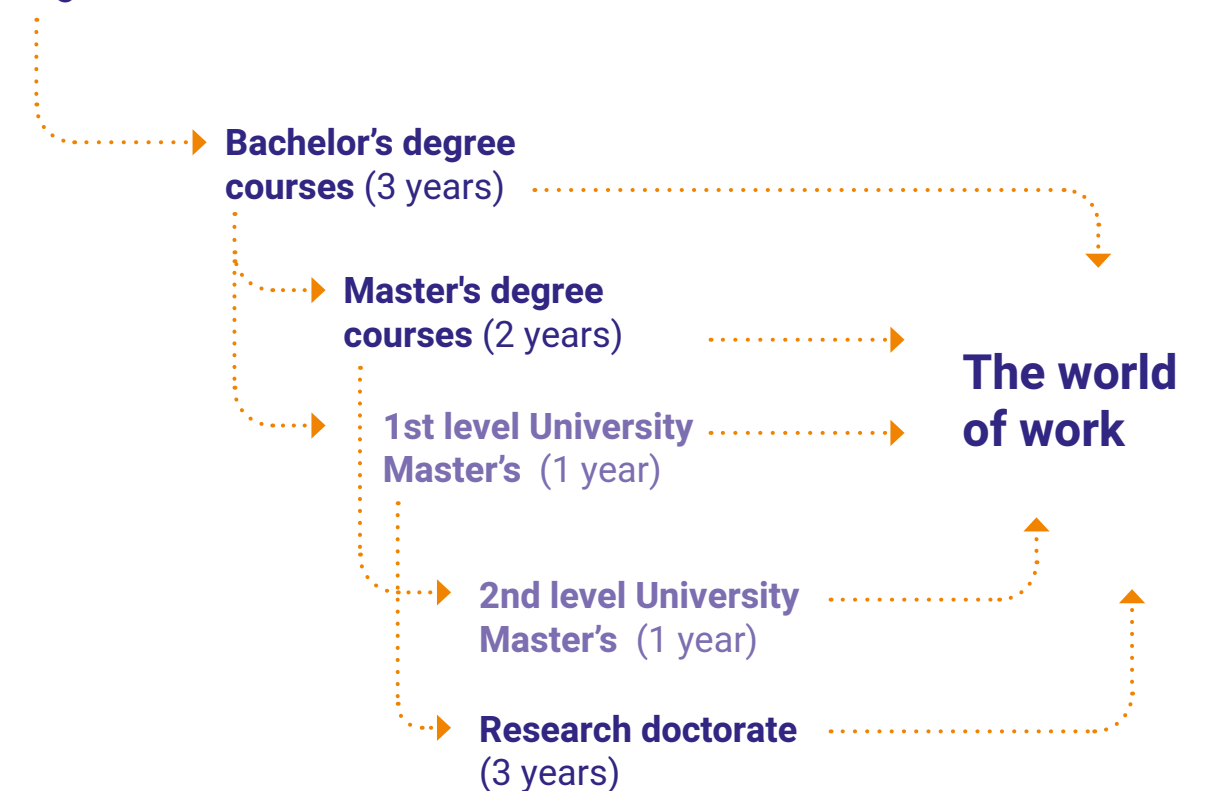
# Academic offer

## Learning is a journey - the destination is up to you

Comprehensive training programmes to prepare tomorrow's professionals. If you want to enter the job market right away, a 3-year Bachelor's degree will provide you with all the skills you need. If you want to extend your knowledge, you can continue with a Master's degree, or attend a University, Specialist or Executive Master's programme.

**7 three-year Bachelor's degree courses, 8 Master's degree courses, 15 University Master's programmes, 7 Specialist Master's programmes, 13 Executive Master's programmes.**

### High School



# The future begins here

Discover our Bachelor's and Master's degree programmes

## Faculty of Interpreting and Translation

### Bachelor's Degree:

- Interpreting and Communication
- Languages, Culture and Digital Communication

### Master's Degree:

- Specialised Translation and Conference Interpreting:
  - .....> Conference Interpreting
  - .....> Specialised Translation

## Faculty of Communication

### Bachelor's Degree:

- Communication, Media and Advertising
- Corporate Communication and Public Relations (in Italian and English)

### Master's Degree:

- Television, Cinema and New Media:
  - .....> Cinema and New Technologies
  - .....> Television and Cross Media
  - .....> New Media, Music and Digital Storytelling
- Strategic Communication (in English) - dual degree:
  - .....> Corporate and Marketing Communication
  - .....> Sustainability Communication
- Marketing, Consumer Behaviour and Communication\* (in Italian and English):
  - .....> Retail Management (in Italian)
  - .....> Brand Management (in Italian)
  - .....> Digital Marketing Management (in Italian)
- Artificial Intelligence for Business and Society

## Faculty of Arts and Tourism

### Bachelor's Degree:

- Arts and Cultural Events
- Fashion and Creative Industries
  - .....> Fashion
  - .....> Creative Industries and Design
- Tourism, Management and Culture
  - .....> Tourism Communication
  - .....> Management and Tourism Organization

### Master's Degree:

- Art, Valorisation Strategies and the Markets
- Hospitality and Tourism Management (in English) - Dual Degree
  - .....> Sustainable Destinations Management and Communication
  - .....> Digital Technologies and Data for Tourism and Creative Industries
  - .....> Hospitality and Tourism Management
- Fashion Communication and Luxury Strategies\*\* (in English)
  - .....> Global Trends
  - .....> Luxury Strategies

# Bachelor's Degrees

## Faculty of Interpreting and Translation

- Interpreting and Communication
- Languages, Culture and Digital Communication

## Faculty of Communication

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

## Faculty of Arts and Tourism

- Arts and Cultural Events
- Fashion and Creative Industries
- Tourism, Management and Culture

## Bachelor's degree course

# Interpreting and Communication

The Bachelor's degree course 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 goal of this degree course is to educate and train young professionals in the field of language mediation and, ultimately, to become professional interpreters and translators by acquiring the fundamental skills that they will need to enter an increasingly globalised and integrated world of work: a solid knowledge of two foreign languages, a strong grounding in communication and language mediation, as well as thorough basic cultural knowledge and the possibility of studying a third foreign language as an elective subject. Students will study two foreign languages. English is compulsory for all, while the second is to be chosen from among the European languages French, Spanish, German and Russian, and the non-European languages Arabic and Chinese. The language teaching, workshop-based, is carried out in small classes composed by a maximum of 25 students, following the most effective teaching strategy for learning in this field. The course offers the tools needed to work in the fields of language mediation and communication by providing:

- the fundamental skills for conference interpreting (consecutive, negotiation, *chuchotage*, simultaneous) and translation (technical-scientific and literary), which are developed through practical language classes;
- an in-depth knowledge of the literature, culture and history of the languages studied, as well as the basics of law, sociology, economics and psychology, to prepare students to work internationally;
- a critical approach to the problems of translation and interpreting, involving the study of the theory, methodology and ethics of the profession as well as social psychology.

### Career opportunities

A degree in Interpreting and Communication will allow graduates 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 sector, public institutions and cultural events.

Career options for graduates include: cultural mediator in numerous public and private sectors and within bodies and institutions where the use of languages is required; in companies as an external relations officer or communications specialist; in the field of import and export, as executive assistant, spokesperson, press agent, media relations officer, media account manager, buyer, sales specialist, international customer relations officer, specialist in international affairs. The course will also grant access to the Master's degree course in Specialised Translation and Conference Interpreting.

## Recommended study plan

### 1st year

<b>compulsory subjects</b>	<b>cfu</b>	<b>compulsory workshops</b>	<b>cfu</b>
<b>Italian language and literature</b> .....	<b>12</b>	<b>English language workshop I</b> .....	<b>12</b>
Italian language and culture (with writing workshop) .....	6	Written language mediation: English I .....	6
Contemporary Italian literature .....	6	Oral language mediation: English I .....	6
<b>Principles of linguistics</b> .....	<b>6</b>	<b>Second foreign language workshop I</b> .....	<b>12</b>
<b>Theory and practice of translation and conference interpreting</b> .....	<b>6</b>	Written language mediation: second foreign language I.....	6
<b>Cultural anthropology</b> .....	<b>6</b>	Oral language mediation: second foreign language I.....	6
		<b>IT tools for translating and interpreting workshop</b> .....	<b>6</b>

### 2nd year

<b>compulsory subjects</b>	<b>cfu</b>	<b>compulsory workshops</b>	<b>cfu</b>
<b>Culture, literature and history of the English language</b> .....	<b>12</b>	<b>English language workshop II</b> .....	<b>12</b>
History of English language and culture .....	6	Written language mediation: English II .....	6
English literature .....	6	Oral language mediation: English II .....	6
<b>Culture, literature and history of the second language</b> .....	<b>12</b>	<b>Second foreign language workshop II</b> .....	<b>12</b>
History of the language and culture of the second language...6	6	Written language mediation: second foreign language II .....	6
Literature of the second language.....	6	Oral language mediation: second foreign language II .....	6
<b>Contemporary history</b> .....	<b>6</b>	<b>elective courses</b>	<b>6</b>

### 3rd year

<b>compulsory subjects</b>	<b>cfu</b>	<b>compulsory workshops</b>	<b>cfu</b>
<b>Comparative literature</b> .....	<b>6</b>	<b>English language workshop III</b> .....	<b>12</b>
<b>International organisation</b> .....	<b>6</b>	Written language mediation: English III .....	6
<b>Economy of companies and international markets</b> .....	<b>6</b>	Oral language mediation: English III .....	6
<b>Psychology of communication</b> .....	<b>6</b>	<b>Second foreign language workshop III</b> .....	<b>12</b>
		Written language mediation: second foreign language III.....	6
		Oral language mediation: second foreign language III.....	6
		<b>elective courses</b>	<b>6</b>
<b>final exam</b>			<b>6</b>

<b>elective courses include</b>	<b>cfu</b>
<b>Nordic languages and cultures I and II</b> .....	<b>6</b>
<b>Language mediation (simultaneous). Languages: English, French, German and Spanish I and II</b> .....	<b>6</b>

Most language workshops are held at the Istituto di Alti Studi SSML Carlo Bo

## Bachelor's degree course

# Languages, Culture and Digital Communication

The Bachelor's degree course in Languages, Culture and Digital Communication is a new-concept course, designed in conjunction with the business world and conceived from observing the evolution that the digital shift is bringing to the production and dissemination of knowledge. The traditional disciplines related to the **humanities** and knowledge of **foreign languages** provide the essential basis on which the **digital tools** designed for the transmission and communication of knowledge are based. The course trains students in both the humanistic-linguistic and the IT-digital fields: the study plan includes disciplines related to humanistic culture, indeed, in the study plan converge the disciplines connected to the humanistic culture, the study of foreign languages and laboratories in digital planning that provide the skills to proper use and manage digital communication techniques and tools. The structure of the course has been designed so as to ensure the best balance possible between the disciplines, and comprises lectures, workshops and laboratory work: the lectures, with a strong element of interaction between the students and the teacher, are used for teaching the cultural content in the humanities, the laboratories, made of small groups of students, are focused on the study of the languages; there will also be laboratories focused on the digital area, that will help the students to acquire theoretical knowledge and practical competences in the sphere of Graphic Design and virtual environment design, as well as the the creation, the management and the usage of files and multimedia formats. Strong networks with the job market allow the students to develop research projects together with enterprises. The acquired skills will allow the graduates to join all those professional activities where a strong language and humanistic culture knowledge, as well as IT tools skills are needed; these skills are fundamental to build the foundations of a digital culture that is the leading player in the transformation processes that today integrate the world of industry, commerce and production.. At the same time, the course will enable students to acquire a solid knowledge base for a Master's degree in Digital Humanities, Languages and Literature or in an area more specifically dedicated to Digital Communication.

### Career opportunities

Graduates with a degree in Languages, Culture and Digital Communication, will be able to work in press offices, in the various sectors of industry, in publishing, in advertising companies and agencies, in third sector organisations, in cultural institutions (museums, libraries and archives) and foundations. In these areas, they will be able to work as cultural mediators and enter in the process of production, management and communication of digital contents.

## Recommended study plan

### 1st year

compulsory courses		cfu
Literature and narrative language I - English	.....	6
Literature and narrative language I - French/ Spanish/German	.....	6
Philosophy of globalisation	.....	6
Literature and narrative language - Italian	.....	6
English language I	.....	9
French/Spanish/German language I	.....	9
Contemporary history and other languages	.....	6
Digital Design workshop I	.....	9
Introduction to Digital Humanities	.....	3
Digital publishing, books and magazines	.....	6

elective courses		3
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### 2nd year

compulsory courses		cfu
Linguistics for digital communication	.....	12
Computational linguistics	.....	6
Reading, learning and metacognition strategies	.....	6
Literature and narrative language II - English	.....	6
Literature and narrative language II - French/Spanish/German	.....	6
Writing in Italian workshop	.....	6
English language II	.....	9
French/Spanish/German language II	.....	9
Digital Design workshop II	.....	9
Digital archives and resources	.....	3
Digital culture: digital exhibitions and cultural pathways	.....	6

elective courses		3
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### 3rd year

compulsory courses		cfu
English language III	.....	9
French/Spanish/German language III	.....	9
Literature, narratives and digital systems	.....	12
Literature and new narratives	.....	6
Digital communication and society	.....	6
Digital workshop	.....	12
Methods, techniques and tools for digital communication	.....	6
Multimedia storytelling workshop	.....	6
New media communication strategies	.....	6

elective courses		6
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final exam		6
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## Bachelor's degree course

# Communication, Media and Advertising

The degree course in Communication, Media and Advertising is a solid yet flexible training project, capable of responding to the complexity and dynamism of the professional world of media and entertainment, which is still the leading sector in the world in terms of investments, profits and employment opportunities.

Students are encouraged to develop and nurture their creative skills through an in-depth study of the languages of traditional and digital media (television, cinema, press, advertising, radio, theatre, platforms, digital and social media), while a rich and diversified series of workshops focus on the constant evolution of the market and professions.

"Knowledge" and "know-how" are the two pillars of a dynamic and stimulating course of study, aimed at stimulating and consolidating a critical spirit, open-mindedness and creative intelligence: characteristics that are increasingly in demand in today's creative, entertainment and digital communication industries.

Teaching is based on the complementarity between the tools for critical and creative thinking, provided by the solid theoretical component of the curriculum, and the technical and professional skills provided by intensive workshop sessions; these are included not only in the numerous optional courses, but also in the core courses, with the participation of well-known professionals from the fields of communication, advertising and traditional and digital media.

### Career opportunities

The degree course in Communication, Media and Advertising allows graduates to enter the composite professional world of the creative industries, providing them with the necessary skills to create and manage content for digital media and advertising; to organise the production of radio, television, film and theatre content; to organise and manage cultural events and live performances.

Graduates will be able to take on roles such as: editorial and production assistant for radio, television or cinema; editor and copywriter; junior radio and television writer; videomaker; assistant director; social and digital manager for creative companies and traditional and digital media; collaborator in the organisation of cultural events and live performances for the theatre, cinema and music; press office for television, cinema, radio, theatre, music, and public platforms and institutions.

## Recommended study plan

### 1st year

compulsory courses	cfu
Media sociology.....	6
Web languages.....	12
Digital communication.....	6
Web design workshop.....	6
Body and voice languages.....	12
Modern and contemporary theatre.....	6
Radio communication.....	6
Digital information systems and trends.....	6
Advertising languages.....	6
Movie languages.....	6
Media text analysis.....	6
Professional English I.....	6

### 2nd year

compulsory courses	cfu
Contemporary history.....	6
History and cultures of cinema.....	9
History of cinema.....	6
One course to be chosen from:	
Film aesthetics.....	3
Marketing of cinema.....	3
TV languages.....	9
History and models of TV.....	6
One course to be chosen from:	
Workshop I: TV programmes analysis.....	3
Workshop II: Audiences and TV ratings analysis.....	3
Public and political communication.....	6
Psychology of audiovisual communication.....	6
Professional English II.....	6
Language and culture of second foreign language.....	6

elective courses	12
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### 3rd year

compulsory courses	cfu
Languages of journalism.....	9
Theory and techniques of journalistic language.....	6
One course to be chosen from:	
Television reportage.....	3
Telling the story on the web.....	3
Literature and media.....	9
Digital age narratives.....	6
One course to be chosen from:	
Adaptation practices.....	3
The imaginaries of intermediality.....	3
One course to be chosen from.....	6

Music for media workshop	
Advertising creativity workshop	
Political and media economy.....	9
Methodology and techniques of social research.....	9
Methodology and techniques of social research.....	6
One course to be chosen from:	
Images and society.....	3
Market and consumption.....	3
Professional English III.....	6

elective courses	6
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final exam	6
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elective courses include	cfu
Journalism workshop.....	6
Press office and media relations workshop.....	6
Directing for theatre workshop.....	6
Copywriting workshop.....	6
Creative writing workshop.....	6
Advertising direction workshop.....	6
Digital and Social Media Creative Communication (in English).....	6
Asia visual cultures: cinema, comics, TV series.....	6
Fashion communication.....	6
Design communication.....	6
History of Italian cinema.....	6
History of comics.....	6
Poetry, song and rap.....	6
TV: models and professions.....	6
Critical thinking.....	6
Animated stories.....	6
Colour culture in movies and media.....	6
Music criticism: forms and practice.....	6
Marketing with digital media.....	6

Bachelor's degree course

# Corporate Communication and Public Relations

## In Italian and English

The degree course in Corporate Communication and Public Relations trains professionals capable of managing the relationship processes that businesses and public and private organisations maintain with their stakeholders to support sales, create and manage brands, increase visibility and strengthen reputation. Our graduates are able to use all the communication tools, from traditional advertising, to events, to social media, which are needed to interact with customers, business and industry partners, institutions, decision-makers, local communities, citizens, journalists, the media and influencers. They are also able to develop communication strategies and plans and assess their results. The degree course provides a mix of skills: in business management, marketing, organisation and law in order to understand how companies operate; in sociology, psychology and consumer analysis in order to understand social and market dynamics; in communication and public relations in order to interact with the media, influencers and public opinion. Particular emphasis is placed on the development of:

- digital and AI skills useful in the current communication context;
- knowledge of foreign languages and inter-cultural skills in order to deal with the globalisation of communication processes;
- personal communication skills such as professional writing.

Teaching is based on a high degree of integration between lectures, case studies, exercises and workshops. Lectures are carried out by university professors and professionals from companies and communication agencies. Students enrolled in the course will have the opportunity to attend the entire academic year or an intensive semester at Dublin Business School and obtain an Honours Bachelor's Degree in Marketing.

The course is provided both in Italian and English

## Career opportunities

The degree course trains graduates to work in the areas of marketing and corporate communications and in such diverse sectors as consumer goods, distribution, services, fashion, culture, sport, entertainment and non-profit. Graduates could work as: product and brand manager, account manager, social media manager, media planner, event manager, media relations officer, crisis manager, internal communication specialist. Graduates will be able to work in companies, advertising agencies, public relations agencies, event promotion and organisation agencies, market research agencies and public sector organisations.

## Recommended study plan

### 1st year

compulsory subjects	cfu
Corporate Communication.....	9
Management .....	9
Advertising .....	6
Semiotics .....	6
Information Systems and Digital Trends .....	6
Sociology of Consumption and Corporate Culture .....	6
Sociology of Media .....	9
Professional English III .....	6

### 2nd year

compulsory subjects	cfu
Consumer Psychology and Neuromarketing .....	6
Professional Writing workshop .....	6
Marketing .....	9
Social Change in the Digital Age.....	9
Statistics and Market Research.....	9
Professional English IV.....	6
French/Spanish/German/Russian/ Chinese/Italian language and culture .....	6

elective courses 12

### 3rd year

compulsory subjects	cfu
Economics.....	9
Introduction to Public and Private Law .....	6
Communication Management in Public Sector workshop .	6
Public Relations workshop.....	6
Organization Theories & HR Management.....	6
Creativity workshop.....	9
A choice between: Creativity and Design Creativity and Advertising	
Public Speaking.....	6

elective courses 6

graduation project 6

elective courses include	cfu
Artificial Intelligence.....	6
Business Strategy.....	6
Communicating in Critical Situations .....	6
Digital Media for Marketing Communication.....	6
Product Innovation, Consumption and Marketing .....	6
Retail Marketing Innovation .....	6
Social Media Management for Corporate Communication....	6

## Bachelor's degree course

# Arts and Cultural Events

The degree course in Arts and Cultural Events provides the basic skills needed to work in the arts and culture industry. These fields are constantly evolving and require humanistic and management expertise; skills that the degree programme aims to provide.

This is a sector that has great potential in Italy and which is generating an ever-growing number of jobs. The degree in Arts and Cultural Events has been designed around two core aspects. On the one hand, an historical and critical analysis of the languages of arts, and on the other hand an introduction to organizational and managerial aspects, which correspond, respectively, to the acquisition of the knowledge and skills necessary to analyse, construct and communicate specific products and content for the arts, and to the organization and management of cultural activities and events.

The programme covers a wide variety of academic disciplines in fields ranging from arts to social sciences, from traditional to digital languages particularly useful for the covered disciplines, from marketing and management of events to the entertainment system: History of Medieval, Modern and Contemporary Art; Communication of Cultural Events; Digital Communication Workshop for the Arts; Fashion and Events; Economics of Culture and Art; Photography Theory and Techniques (workshop). The study plan includes a combination of lessons, held by university lecturers, artists and professionals working in emerging industries, workshops and "hands-on" experiences. It is designed to provide students with theoretical basics and then to teach them how to apply what they have learned. Lectures are completed by workshops, visits to museums and foundations, meetings with prominent figures and professionals from the world of art, culture and entertainment, projects and partnerships with outside institutions, and internships and traineeships in Italy and abroad. These opportunities are the result of partnerships that the Faculty has organised for its undergraduate students, such as with MIA FAIR and include a wide range of work experiences.

### Careers opportunities

The degree course trains professionals who will be able to document, develop and promote artistic heritage through both traditional means and innovative multimedia platforms. Students are also equipped to operate in the field of the design, production, realisation and promotion of artistic and cultural events. Specific career options include: art and culture content editor; artistic and cultural mediator; organiser of cultural activities and events; cultural planner; expert in the communication and marketing of cultural activities; cultural entrepreneur.

## Recommended study plan

### 1st year

compulsory courses	cfu
<b>History of medieval art</b> .....	6
<b>Contemporary visual arts</b> .....	12
History of contemporary art.....	6
Art and media.....	6
<b>Digital communication for the arts workshop</b> .....	6
<b>Communication of cultural events</b> .....	6
Cultural journalism	
Media relations	
<b>Event marketing and management</b> .....	12
Marketing for art and culture	
Project management for events and festivals	
<b>Fashion and Events</b> .....	12
Fashion and Arts.....	6
Sociology of events.....	6
<b>Professional English I</b> .....	6

**elective courses** 6

### 2nd year

compulsory courses	cfu
<b>The entertainment system</b> .....	12
Theatre and art.....	6
Creation of cultural projects workshop.....	6
Production and organisation of contemporary music	
<b>History of modern art</b> .....	6
<b>Economy of culture and art</b> .....	6
<b>Contemporary history</b> .....	6
Contemporary history	
Contemporary Italy	
<b>Communicating art</b> .....	6
<b>Cultural activities law</b> .....	6
<b>Professional English II</b> .....	6
<b>Language and culture of second foreign language</b> .....	6

**elective courses** 6

elective courses include	cfu
<b>Art and fashion foundations</b> .....	6
<b>Digital Art</b> .....	6
<b>Anthropology of images</b> .....	6
<b>Writing for art, theatre, cinema</b> .....	6
<b>Social media theory</b> .....	6
<b>Art and design</b> .....	6
<b>Strategy of cultural events</b> .....	6

### 3rd year

compulsory courses	cfu
<b>Aesthetics</b> .....	6
<b>Psychology of art</b> .....	6
<b>History of art criticism</b> .....	12
History of art criticism	
Cinema and Art	
<b>Forms of organisation of cultural events</b> .....	6
<b>Photography: Theory and technique workshop</b> .....	6
<b>Professional English III</b> .....	6
<b>Internship</b> .....	6

**elective courses** 6

**final exam** 6

## Bachelor's degree course

# Fashion and Creative Industries

The degree course in Fashion and Creative Industries is an innovative course that prepares professionals to work within the creative and communication processes of fashion, creative industries and design: excellences of Made in Italy that are increasingly strategic for the national economy.

The degree programme has been created in partnership with some of the leading fashion and design companies, which have played a key role in designing the training course. The programme aims to meet the needs of a market where industries are asking for experts who can combine culture, communication and symbolism that lie behind the design, development, communication and promotion of creative products.

In Milan, which is internationally recognised for its fashion industry and creativity, the programme draws on IULM's expertise in communication and languages and has a lab-based approach. The courses provide the strong theoretical, cultural and artistic learning that is needed to take on the main challenges of creative and communication processes in fashion, design and creative production. The programme is also an opportunity for students to hone their English and develop the transversal competencies and interpersonal soft skills required by companies in Italy and abroad. Students develop practical skills in a variety of fields, including web and social media communication, advertising, creation and planning of fashion and design events. They prepare communication material to promote fashion creations and other creative products, in addition to product-related information and documents, and press releases.

IULM graduates in Fashion and Creative Industries will have the critical thinking and theoretical know-how in the various artistic-visual languages that are necessary to understand fashion, design and Made in Italy. They will also be versed in the methodology and practical tools used to communicate and promote fashion, design and other creative products. Upon completing the programme, graduates will have acquired the skills to design, create, and manage fashion and design events, fashion shows, fashion weeks, conferences, and exhibitions both online and in person. Graduates will know how to single out and interpret cultural trends as well as fashion and design lifestyles in Italy and abroad; they will understand the competitive nature of the creative economy; they will create inclusive and intercultural communication products, communicate sustainability, read and interpret budgets and reports; they will be familiar with laws, both national and international, on the protection of intellectual property rights.

The course includes lectures as well as workshops in order to train students to develop an analytical approach to artistic language, stimulate a creative mind-set and a propensity to innovate, consolidate theoretical learning, and develop the technical-practical and management skills needed in fashion, creative industries and design.

The programme includes project work, workshops and hands-on experience, meetings with professionals and leading names from the world of fashion and design, and seminars held by lecturers from other universities. Study visits to companies, foundations, museums and trade associations are designed to help students grow professionally. In addition, by developing projects and working with institutions, and through internships and traineeships in Italy and abroad, students can apply the knowledge and skills taught at university. Third-year students can choose to specialise either in "Fashion" or in "Creative industries and design". These specialisations include an internship and final test, and aim to equip students with very specific and innovative skills they can transfer to the workplace.

## Career opportunities

Graduates in Fashion and Creative Industries can find employment with fashion companies, creative industries, design, research centres for the creative industry, specialist service companies for the fashion marketing sector, distribution and point of sale services, press agencies, events agencies, museums, foundations, art galleries specialist publishing or will launch creative start-ups. Career options in fashion and creative industries include: Communication specialist, Web Communication Specialist, Social Media Specialist, Videomaker, Event & Fair Specialist, Trend Hunter, Junior Art Director, Visual Merchandiser, Visual Designer, Digital Archivist Specialist and Content Creator

## Recommended study plan

### 1st year

compulsory courses	cfu
Contemporary visual arts.....	12
History of contemporary art.....	6
Art and media.....	6
Advertising for fashion and design workshop.....	6
Effective communication techniques workshop I (written communication).....	6
Web communication and social media.....	6
History of fashion and design.....	18
History of fashion.....	6
History of design.....	6
History and culture of Made in Italy.....	6
Cultures and languages of creative industries.....	12
Semiotics of creativity.....	6
Archives of creative industries.....	6
Professional English I.....	6

### 2nd year

compulsory courses	cfu
Aesthetics of fashion and design.....	6
Interculturality, sustainability, inclusivity.....	6
Effective communication techniques workshop II (oral communication).....	6
Marketing of fashion and design.....	6
Marketing basics	
Marketing of fashion and design	
Economics and management of creative industries.....	6
Data and trend analysis.....	6
Budgeting and reporting for fashion and design.....	6
Law, brands, copyright.....	6
Professional English II.....	6

elective courses 6

#### elective courses include

	cfu
Digital Art.....	6
Communication Design.....	6
Fashion Journalism.....	6
Cinema, fashion and design.....	6
Media relations: art, fashion, design.....	6
Fashion and design photography.....	6
Social media and influencers.....	6

### 3rd year

common courses	cfu
Effective communication techniques workshop III (visual communication).....	6
Professional English III.....	6
Internship.....	6

#### fashion curriculum

compulsory courses	cfu
Innovation in fashion design.....	6
Visual merchandising workshop.....	6
Conception and creation of fashion events workshop.....	12
Conception and creation of fashion events.....	6
Fashion show direction.....	6

elective courses 6

#### design and creative industry curriculum

compulsory courses	cfu
Design thinking.....	6
Visual design workshop.....	6
Conception and creation of design events workshop.....	12
Conception and creation of design events.....	6
Retail design.....	6

elective courses 6

final exam 6



## Bachelor's degree course

# Tourism, Management and Culture

The degree course in Tourism, Management and Culture trains students to respond to the diversified employment prospects that characterise the tourism sector, fundamental for both the Italian and global economy..

The course is based on an appropriate balance between the acquisition of managerial skills and the mastery of cultural knowledge (historical, artistic and environmental, anthropological and sociological), which constitute the context within which any type of tourism activity is planned and developed.

This knowledge is complemented, through a hands-on, workshop-based approach, by numerous tools aimed at strengthening personal resources and skills: foreign languages, new technologies (ICT) and digital communication, techniques for the promotion and use of cultural goods and activities, destination analysis tools and law.

IULM graduates will be able to master the techniques of territorial context analysis, the management of tourism businesses and start-ups, the organisation of tourist and cultural services, marketing and communication, and will be aware of the close relationship between tourism and local development, art, culture and creativity. They will be able to grasp the development potential of both businesses and places, with a view to sustainability and attention to cultural heritage.

In the third year, students will be required to choose between two different curricula: Communication and Culture for Tourism and Management and Organisation for Tourism. The two programmes aim to allow graduates to access today's job opportunities and highly relevant professional fields, which, together with the internship and the final exam, will produce highly distinctive and innovative professional figures.

### Career opportunities

With a degree in Tourism, Management and Culture, graduates will have the technical and practical training for the following careers in tourism: marketing and sales for tourism companies and organisations; hotel and resort management for institutions and associations; promoter of tourist destinations for institutions and associations in both the public and private sector; event planner and manager for leisure and business tourism. IULM's innovative training programme also provides graduates with the skills needed to work their way up to a managerial position in sustainable territorial development or to start an entrepreneurial career in tourism.

## Recommended study plan

### 1st year

compulsory courses	cfu
<b>Cultural geography</b> .....	6
Including Landscape workshop (24 hours)	
<b>Sociology and psychology of tourism</b> .....	6
<b>Management of tourism companies</b> .....	6
<b>The economic system of tourism</b> .....	6
<b>Digital media and Tourism</b> .....	6
<b>Social Research and Tourism</b> .....	6
Including cultural design workshop (24 hours)	
<b>Contemporary history</b> .....	9
Including Museums of world cultures workshop (24 hours)	
<b>Information and communication technology for tourism</b> ...	6
<b>Professional English I</b> .....	6

### 2nd year

compulsory courses	cfu
<b>Tourism law</b> .....	6
<b>Cultural heritage for tourism</b> .....	15
Mediterranean civilizations .....	6
History of art .....	9
<b>Cultures and territories</b> .....	12
Territorial policies .....	6
Cultural anthropology .....	6
<b>Tourism Marketing and Communication</b> .....	6
Including E-tourism workshop (24 hours)	
<b>Destination management</b> .....	6
Including Tourist experience workshop (24 hours)	
<b>Professional English II</b> .....	6
<b>Language and culture of second foreign language</b> (options: French, Spanish or German) .....	6
<b>elective courses</b>	6

### elective courses include

	cfu
<b>New Heritage and Tourism</b> .....	6
<b>Governance and International Cooperation</b> .....	6
<b>Landscape innovation and tourism</b> .....	6
<b>Economics applied to arts and tourism</b> .....	6
<b>Valorisation of the artistic and archaeological heritage</b> .....	6
<b>Innovation and entrepreneurship in tourism</b> .....	6
<b>Tourism cultures</b> .....	6
<b>Anthropology of Middle Eastern imaginary</b> .....	6

### 3rd year

#### ● common courses

compulsory courses	cfu
<b>Tourism governance and strategies</b> .....	6
Including community practices workshop (24 hours)	
<b>Urban Tourism and Sustainability</b> .....	6
Including Smart Cities workshop (24 hours)	
<b>Professional English III</b> .....	6
<b>Internship</b> .....	6

#### ● Tourism communication

compulsory courses	cfu
<b>Travel blogging</b> .....	6
Including Videomaking workshop workshop (24 hours)	
<b>Destination branding</b> .....	6
Including Capitals of culture workshop (24 hours)	
<b>Storytelling</b> .....	6

elective courses	12
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final exam	3
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#### ● Management and Organisation for Tourism curriculum

compulsory courses	cfu
<b>Human resource management</b> .....	6
Including Soft skills workshop (24 hours)	
<b>Revenue management</b> .....	6
<b>Platform economy and tourism</b> .....	6
Including Digital platform for Tourism workshop (24 hours)	

elective courses	12
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final exam	3
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# Master's degrees

## Faculty of Interpreting and Translation

- Specialised Translation and Conference Interpreting

## Faculty of Communication

- Artificial Intelligence for Business and Society
- Marketing, Consumer Behaviour and Communication
- Strategic Communication
- Television, Cinema and New Media

## Faculty of Arts and Tourism

- Art, Valorisation Strategies and the Markets
- Hospitality and Tourism Management
- Fashion Communication and Luxury Strategies

## master's degree course

# Specialised Translation and Conference Interpreting

The Master's degree in Specialised Translation and Conference Interpreting prepares the students to become expert interpreters and professional translators in different fields. IULM offers two distinct curricula to satisfy every student's needs. The course is part of CIUTI (global network of excellence of university institutes committed on translation and interpreting) and obtained the european quality mark EMT (European Master's in translation).

### Curriculum: Conference Interpreting

This curriculum trains students to become experts in the field of interpreting, covering all possible branches and sectors: from companies to international organisations and institutions, for any professional context that requires interpreters with a highly specialised knowledge of language and culture.

### Career opportunities

With their excellent skills in interpreting techniques, graduates will be able to work in private companies, as well as national and international institutions and organisations such as the UN, UNESCO, FAO and the European Parliament, or as freelance interpreters.

### Curriculum: Specialised Translation

This curriculum aims to provide specialised know-how in the field of translation, with teaching that focuses on training in the fields of the publishing industry, advertising, technology, finance, technical manuals, multimedia, and also in audio visual communication and web-publishing. Students attending the curriculum in Specialised Translation have the opportunity to obtain a double Italian-French master's degree by virtue of the agreements with the Université de Haute-Alsace, Mulhouse and with the Institut de management et de communication interculturels (ISIT), Paris.

### Career opportunities

This curriculum will allow graduates to take on prestigious roles in the publishing industry, in national and international institutions, as well as organisations and institutions working in the fields of teaching and research. Alternatively, graduates will also be able to start careers as freelance translators, working for several clients.

Students who hold a three-year Bachelor's degree (Laurea Triennale) in Interpreting and Communication from Università IULM or a three-year diploma (Diploma Triennale) from Istituto di Alti Studi SSML Carlo Bo with a final grade of 100/110 and graduating students with an average grade of 25/30, can enrolled without taking any admission test.

## Recommended study plan for the curriculum: Conference Interpreting

### 1st year

<b>compulsory courses</b>	<b>cfu</b>
Languages and Forms of Italian Literary Production .....	6
Specialised Languages and Translation in English .....	9
Specialised Languages and Translation in Second Foreign Language (choice of French, Spanish, German, Arabic, Russian, Chinese) .....	9
<b>workshops</b>	<b>cfu</b>
English I .....	12
Simultaneous Interpreting .....	6
Consecutive Interpreting .....	6
French I, Spanish I, German I, Russian I, Chinese I or Arabic I .....	12
Simultaneous Interpreting .....	6
Consecutive Interpreting .....	6
Theory and Practice of Conference Interpreting .....	6
<b>elective courses</b>	<b>9</b>

### 2nd year

<b>compulsory courses</b>	<b>cfu</b>
IT Tools for Interpreting .....	6
History of International Relations .....	6
International Law .....	6
<b>workshops</b>	<b>cfu</b>
English II .....	12
Simultaneous Interpreting .....	6
Consecutive Interpreting .....	6
French II, Spanish II, German II, Russian II, Chinese II or Arabic II .....	12
Simultaneous Interpreting .....	6
Consecutive Interpreting .....	6
Work Experience .....	3
<b>elective courses</b>	<b>9</b>
<b>final exam</b>	<b>12</b>
<b>elective courses include</b>	<b>cfu</b>
International Marketing .....	3
Specialised Translation workshop: Communication, Technical Manuals, Economics and Finance (part of other study plan) .....	6
People and Society in the Digital Age .....	6
Audio-visual Translation (Subtitling and Dubbing) .....	6





## Recommended study plan for: Specialised Translation

### 1st year

<b>compulsory courses</b>	<b>cfu</b>
<b>Editorial and Specialised Translation: English I</b> .....	<b>12</b>
Editorial Translation: Fiction and Non-Fiction.....	6
Specialised Translation: Communication, Technical Manuals, Economics and Finance .....	6
<b>Editorial and Specialised Translation: French I, Spanish I, German I, Arabic I, Russian I or Chinese I</b> .....	<b>12</b>
Editorial Translation: Fiction and Non-Fiction.....	6
Specialised Translation: Communication, Technical Manuals, Economics and Finance .....	6
<b>Languages and Forms of Italian Literary Production</b> (shared with another curriculum) .....	<b>6</b>
<b>Analysis and Reception of Translated Text</b> .....	<b>6</b>
<b>IT Tools for Translation</b> .....	<b>12</b>
Computer-Assisted Translation and Localization .....	6
Machine Translation and Post-Editing .....	6
<b>Writing Techniques, Genres and Textuality</b> .....	<b>6</b>
<b>elective courses</b>	<b>9</b>

### 2nd year

<b>compulsory courses</b>	<b>cfu</b>
<b>Editorial Translation: Fiction and Non-Fiction - English II</b> .....	<b>9</b>
<b>Editorial Translation: Fiction and Non-Fiction – French II, Spanish II, German II, Arabic II, Russian II or Chinese II</b> .....	<b>9</b>
<b>Audio Visual Translation</b> (Subtitling and Dubbing) .....	<b>6</b>
<b>workshops</b>	<b>cfu</b>
<b>Specialised Translation: Science and Technology, Made in Italy - English II</b> .....	<b>9</b>
<b>Specialised Translation: Science and Technology, Made in Italy - French II, Spanish II, German II, Arab II, Russian II or Chinese II</b> .....	<b>9</b>
<b>Work Experience</b> .....	<b>3</b>
<b>final exam - master's degree thesis</b>	<b>12</b>

<b>elective courses include</b>	<b>cfu</b>
<b>Web Publishing and Website Editing Skills</b> .....	<b>3</b>
<b>Specialised languages and Translation in English, French, Spanish, German, Arabic, Russian or Chinese</b> (part of other study plan).....	<b>9</b>
<b>Rhetoric, Media and Communication</b> .....	<b>6</b>

master's degree course

# Artificial Intelligence for Business and Society

Artificial intelligence, particularly the “generative” type that allows the production of textual and audiovisual context of any kind, is totally and irreversibly redefining the logics and processes of both marketing and corporate communication. In the next months and years, the advanced use of artificial intelligence will become fundamental for any marketing and corporate communication agent. The Master's degree in Artificial Intelligence for Business and Society was created to face the changes. The Master's, that might be called with the title: “Doing marketing during AI times”, shapes professional figures that will be more and more requested in the job market: professionals with interdisciplinary competences - humanistic and technological - who will be able to use the most innovative AI technologies implemented for marketing, communication and that they can use to boost the corporate business. Master's graduates will acquire:

- business skills: marketing and corporate communication supported by the most advanced technologies, including those related to machine learning and artificial intelligence;
- technological skills: acquiring the skills needed for the management of AI projects and solutions;;
- implementation skills: becoming a prompt expert as well as experts of the different generative AI platforms;
- statistical-methodological skills: learning how to use the conceptual and methodological tools needed for the advanced data analysis, the basis used to orient marketing activities and corporate decisions
- socio-juridical skills: developing critical-thinking - skills supported by a dedicated workshop - and sociological, communicative and juridical competences, needed to design innovative solutions that will take into account the profound changes of the contemporary society, with a special attention to the ethical dimensions and sustainability of innovation.

Core to this Master's Degree Course are the workshops where students use a learning-by-doing approach to acquire technological expertise as well as the skills to manage and direct innovation connected to the usage of different types of Artificial intelligence within corporations.

## Career opportunities

The Master's Degree Course in Artificial Intelligence for Business and Society equips professionals, who are increasingly sought after on the job market, with the cross-functional skills to enter fields that may be very different: Citizen Data Scientist for Marketing, Data-Driven Decision Maker, Data Analyst, Data Driven Marketing Manager. Graduates can take on high-ranking analytical and managerial roles in private and public companies, SMEs, start-ups, marketing and communication agencies, consultancy companies, research centres and government bodies, including those with an international reach.

## Recommended study plan

### 1st year

compulsory courses	cfu
Strategic Management & Digital Technology .....	6
Basics of Computer Science and Big Data Management.....	9
Advanced Marketing and Artificial Intelligence .....	9
Advanced Marketing .....	6
AI for Marketing .....	3
Statistics and Machine Learning for Marketing.....	12
Probability and Statistics for Marketing.....	6
AI and Machine Learning for Marketing.....	6
Socio-Cultural Scenarios, Regulations and Ethics of the Big Data Society .....	12
Socio-Cultural Scenarios of the Big Data Society .....	6
Regulations and Ethics for the Big Data Society.....	6
AI: Mind and Machines.....	Exam in 2nd Year
Mind and Machines	
One workshop chosen from:	
Artificial Intelligence or	
Cognition, Neuroscience and Machine Learning	

elective courses	6
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### 2nd year

compulsory courses	cfu
Data Mining & Text Analytics .....	6
Augmented Intelligence to generate value from Big Data and Texts	
Decision-Making Models for Data-Driven Marketing.....	9
Digital Advertising .....	6
Marketing Automation, Marketing Platform & Analytics .....	6
Virtual Reality and Augmented Reality for Marketing and Advertising.....	6
AI: Mind and Machines.....	9
Mind and Machines.....	3
One workshop chosen from:	
Artificial Intelligence or .....	6
Cognition, Neuroscience and Machine Learning .....	6

elective courses	6
Field project/internship.....	6

final exam	12
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elective courses include	cfu
Blockchain, NFT, Metaverses.....	6
Economics and Management in the Artificial intelligence era .....	6
Information Architecture and Data Visualisation.....	6
AI Certification Workshop .....	6
Text Analysis for Social Media workshop .....	6

master's degree course

# Marketing, Consumer Behaviour and Communication

## In Italian and English

Marketing today means making your brand a constant presence in the minds and lives of consumers. This means offering experiences and opportunities for contact with your products in physical and digital sales networks and generating relationships and online dialogue with your customers. With a two-year Master's Degree in Marketing, Consumption and Communication, students learn how to do all of this effectively in a modern and professional way.

The course enables the acquisition of the knowledge and applied skills that are needed in corporate marketing and communication. Upon completing their studies, graduates will be able to get the most out of both traditional and digital media. This one-of-a-kind and innovative curriculum is split into three different specialisations to allow students to highly personalise their learning pathway, by following their interests and company needs: **Brand Management, Retail Management and Digital Marketing Management.**

The very practical approach as well as the ongoing participation in the teaching of leading names from companies and representatives of the business community, help students to develop problem-solving skills, gain a firm grasp of basic concepts, and develop the working skills that will prepare them for high-ranking roles in the world of brands, retail and in the new digital landscape. The first year of studies is in common for all students after which they can choose from one of the specialisations offered. Students can further personalise their studies by choosing from a broad range of electives offering 12 credits (CFU).

The second year ends with an internship as well as innovative fieldwork during which various teams of students, under the guidance of university teachers and tutors and company mentors, work on a real-world project (in marketing, communication, sales, etc.) for leading companies that have partnered with IULM. The fieldwork, is yet another opportunity to learn "on the job" and is also a chance for companies to scout for talent.

## Career opportunities

Graduates in Marketing, Consumption and Communication are able to work in the fields of marketing and communication for well-known brand names and retailers, as well as in communications agencies and consulting and research firms on a national and international level. Our graduates work as brand, digital, product and retail managers for many of the leading companies around the world.

\*English-language replica of the master's degree course in marketing, consumer behaviour and communication, currently undergoing ministerial approval for a.y. 2024/25

## Recommended study plan

### 1st year (in English and Italian)

compulsory courses	cfu
Advanced Marketing .....	6
Digital Marketing and Multi-channel.....	9
Digital Marketing	
In-store Marketing	
Network Companies and Consumer Practices .....	6
Data Analysis.....	9
Strategic Management.....	9
Competitive Analysis .....	9
Market Research and Cultural Ethnography.....	6
Business English .....	(exam in Year 2)
<b>elective courses</b>	<b>6</b>

### 2nd year (in Italian)

#### ● Brand Management curriculum

compulsory courses	cfu
Visual Brand Identity .....	9
Brand & Corporate Communication .....	6
Brand Law .....	6
Business English .....	9
<b>elective courses</b>	<b>6</b>
Internship .....	6
Fieldwork.....	6
<b>Final exam</b>	<b>12</b>

#### ● Digital Marketing Management curriculum

compulsory courses	cfu
Digital Marketing Strategies and Techniques.....	9
Social media strategy .....	6
Digital content marketing.....	6
Communication Strategy and Media Planning .....	6
Enterprise and Digital Communication Law .....	6
Business English .....	9
<b>elective courses</b>	<b>6</b>
Internship .....	6
Fieldwork.....	6
<b>Final exam</b>	<b>12</b>

### 2nd year (in English)

compulsory courses	cfu
Omnichannel Management.....	6
Consumer Engagement and Digital Market Relations .....	9
Data Protection and Trademark Law.....	6
Business Communication Skills.....	6
<b>elective courses</b>	<b>6</b>
Internship .....	6
Fieldwork.....	6
<b>Final exam</b>	<b>12</b>

#### ● Retail Management curriculum

compulsory courses	cfu
Retail and Channel Management .....	9
In-store Communication .....	6
Consumer Protection .....	6
Business English .....	9
<b>elective courses</b>	<b>6</b>
Internship .....	6
Fieldwork.....	6
<b>Final exam</b>	<b>12</b>

#### elective courses include

Digital Markets.....	6
Management of Design.....	6
Retail & Branded Places Design .....	6
Trade Marketing Workshop .....	6
Neuromarketing Techniques Workshop.....	6
Search Engine Advertising & Mobile Marketing .....	6

master's degree course - dual degree

# Strategic Communication

## In English

The Master's Degree Course in Strategic Communication, taught entirely in English, offers an educational pathway capable of developing the technical-specialist communication skills, as well as the corporate-managerial and sociological skills needed to work in the field of strategic communication. The course aims to train graduates so they can embark on professional careers in the corporate world, in international organisations and institutions, and in strategic and management consultancy. The degree course is structured in a first year common to all enrolled students and in a second year characterised by two specialisations: the first in Corporate and Marketing Communication; the second in Sustainability Communication. With the aim of accentuating its international calling, the course offers three Dual Degree opportunities at Huddersfield University (UK), Cardiff Metropolitan University (UK) and UWA University (Perth, Australia). These are complemented by a number of additional exchange opportunities with universities abroad specifically developed for Strategic Communication students. The Faculty is made up of both professionals with significant work experience abroad and internationally renowned professors from universities around the world that have developed courses of excellence in this field. An Advisory Board has been set up, made up of CEOs, communication directors and managers from large multinational groups, companies and leading agencies, who have played a central role in the design of the study plan. The Advisory Board is consulted annually to make improvements to the course and offers students opportunities for projects and internships. The teaching methods have a strong practical and project-based approach, based on classroom discussion of readings and practical cases, on business games and role-plays that allow students to understand the real workings of organisational and managerial dynamics.

## Career opportunities

The Master's Degree in Strategic Communication is designed to train graduates who, in addition to possessing solid skills in specialised communication techniques, have a strategic vision of the role that communication can play in different organisational contexts (companies, institutions, strategic consultancy). The degree course has two specialisations. The Corporate and Marketing Communication curriculum trains people to be: Communication Managers, in charge of planning and coordinating an organisation's corporate communication strategies; Global Reputation Managers, in charge of developing and continuously improving the reputation of a brand or organisation at corporate level; Communication Specialists, in charge of planning and coordinating communication activities in specialist areas (e.g. internal communication, crisis communication, financial communication and investor relations). The Sustainability Communication curriculum trains communication specialists in the fields of sustainability, the circular economy and ESG.

## Recommended study plan

### 1st year

<b>compulsory courses</b>	<b>cfu</b>
<b>Strategy and Management</b> .....	<b>9</b>
<b>Strategic Communication</b> .....	<b>12</b>
Fundamentals of Strategic Communication .....	6
Issue and Crisis Management .....	6
<b>Digital Communication Management and AI</b> .....	<b>9</b>
Social Media Relations Management .....	6
AI for Communication and Marketing .....	3
<b>Data Analysis &amp; Data Visualisation</b> .....	<b>12</b>
Data Analysis for Communication .....	6
Visual Communication and Data Visualization .....	6
<b>Principles of CSR Communication</b> .....	<b>6</b>
<b>Organizational Behaviour &amp; Neuromanagement</b> .....	<b>6</b>
<b>elective courses</b>	<b>6</b>

### 2nd year

● <b>Corporate and Marketing Communication</b>		● <b>Sustainability Communication</b>	
<b>compulsory courses</b>	<b>cfu</b>	<b>compulsory courses</b>	<b>cfu</b>
<b>Corporate Marketing and Management</b> .....	<b>12</b>	<b>Sustainability Marketing and Management</b> .....	<b>12</b>
Brand and Marketing Communication .....	6	<b>CSR Strategy and Performance</b> .....	6
Brand & Corporate Narratives .....	6	<b>Sustainability for Marketing and Sales</b> .....	6
<b>Social Evaluation</b> .....	<b>6</b>	<b>Digital Sustainability</b> .....	<b>6</b>
<b>Financial Communication and Investor Relations</b> .....	<b>6</b>	<b>Sustainable HR Management</b> .....	<b>6</b>
<b>Internal Communication and Change Management</b> .....	<b>6</b>	<b>Integrated Reporting</b> .....	<b>6</b>
<b>Corporate Public Affairs</b> .....	<b>6</b>	<b>Global Environment Issues and the Human Values</b> .....	<b>6</b>
<b>elective courses</b>			<b>6</b>
<b>Field project/internship</b> .....			<b>6</b>
<b>final exam</b>			<b>12</b>

<b>elective courses include</b>	<b>cfu</b>
<b>Mind, Media and Modern Culture</b> .....	6
<b>Digital Markets</b> .....	6
<b>Law and communication</b> .....	6
<b>Neuroscience for communication Lab</b> .....	6
<b>Fashion Communication</b> .....	6
<b>Management of Design</b> .....	6
<b>Retail &amp; Branded Places Design</b> .....	6
<b>Communication and Event Management in Luxury</b> .....	6

master's degree course

# Television, Cinema and New Media

The Master's Degree Course in Television, Cinema and New Media is the only one of its kind in Italy. Through courses and workshops, this unique curriculum provides students with both theoretical (lectures) and practical (workshops) training in all stages of the audio-visual production process for the cinema (short and feature films), television (TV series, entertainment, sport, information etc.) and for new media (music videos, ads, trailers, video-games, installations, etc.). In this way, students develop the creative, technical, management and team-working skills they need to enter the international job market.

**The first year is in common** for all students and teaches the basic techniques for directing, cinematography, digital editing and recording audio for video. It also provides the students with the tools to carry out an in-depth analysis on the visual sphere, the relationship between image and sound and the imagery of the digital era; it provides the fundamental elements regarding media for the second-year courses (cinema, TV, new media).

The **second year** has **three curricula**.

- **Cinema and New Technologies:** provides a more in-depth study of 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 Cross-Media:** provides a more in-depth study of television directing techniques, while also guiding students through a theoretical and critical analysis of television and cross-media communication; introduces tools for the planning and production of series, streaming techniques and television marketing strategies.
- **New Media, Music and Digital Stories:** provides a more in-depth study of directing techniques for short formats, music videos and artistic video-installations; introduces elements of narrative structure design for video games and strategic ideation, and measuring audio-visual communication for social media.

Students can spend their second year at the **New York Film Academy** (Los Angeles campus), getting discounts on tuition and the chance to apply for a scholarship, in order to obtain a **dual Master's degree** that is valid both in the United States and Italy.

Students can take advantage of a **Multimedia Lab** with state-of-the-art spaces (sound stage, production room and editing room) as well as filming equipment and post-production software to produce their audio-visual projects.

Students can also gain work experience with an **internship**, made possible by agreements with

companies such as Mediaset, Sky, Vodafone, Magnolia, We Are Social as well as with institutions such as Teatro alla Scala, Triennale di Milano, Noir in Festival and more.

Some of the **lecturers** on this curriculum are: Gianni Canova (film critic for Sky Cinema, editor of 8½), Maurizio Nichetti (director), Minnie Ferrara (producer), Michelangelo Frammartino (video artist, director), Massimo Schiavon (cinematographer), Diego Cassani (editor), Fabio Vittorini (critic for Il Manifesto), Emanuele Chiappa (sound technician), Giuseppe Bianchi (director and television writer), Masbedo (video artists), Gabriele Cucinella (CEO We Are Social), Gianni Sibilla (music critic for Rockol), Leila Fteita (set designer).

## Career opportunities

These include: director, digital editor, cinematographer, screenwriter, film, TV and/or web producer, video-game designer, expert in 3D visualisation and digital effects, scriptwriter for TV formats and series, author of interactive hypertext fiction and cross-media storyteller, creative content producer for social media, film festival organiser, critic for films, TV, video music and the web.

## Recommended study plan

### 1st year (common courses)

<b>compulsory courses</b>	<b>cfu</b>
Directing Workshop .....	9
Digital Editing Workshop.....	12
Laboratory for Lighting Technology and Filming.....	6
Media Soundscapes.....	12
Music and Image .....	6
Live Sound Workshop.....	6
Media studies.....	12
Photography: theory and techniques.....	6
One course chosen from:	
Cinema: videoart and audiovisual installations .....	6
TV products: analysis and scenarios.....	6
Social Media Platform: theories and research methods.....	6
Digital Age Imagery .....	6

<b>elective courses</b>	<b>6</b>
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### 2nd year

#### ● Curriculum for Cinema and New Technologies

<b>compulsory courses</b>	<b>cfu</b>
Advanced Workshop in Film Direction.....	6
Digital Cinema .....	9
Visual and Digital Effects	
Animation Workshop	
Film Studies .....	9
Filmology	
Critical Writing for Cinema and Entertainment Workshop	
Broader Cinema and Business .....	12
Cinema Economics: Strategies and Tools.....	6
Film Archives, Exhibitions and Museums.....	6

<b>elective courses</b>	<b>6</b>
Internship/Professional Workshop .....	3

#### ● Curriculum for Television and Cross-Media

<b>compulsory courses</b>	<b>cfu</b>
Advanced Television Directing Workshop.....	6
Cross-Media Series .....	12
TV seriality's models and genres.....	6
TV and series production workshop.....	6
Web TV .....	12
TV, Social Media and Web.....	6
Streaming Workshop .....	6

Television and Cross-Media Business .....	6
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<b>elective courses</b>	<b>6</b>
Internship/Professional Workshop .....	3

#### ● Curriculum in New Media, Music and Digital Stories

<b>compulsory courses</b>	<b>cfu</b>
Digital Stories .....	9
Videogames: Technology and Art.....	6
Interaction Design Workshop.....	3
Music, Video and Digital Art .....	12
Director's Workshop for Short Formats.....	6
Broader Video Art Workshop: spaces, scenarios, sound ....	6
Audio-visual Content for Social Media.....	9
Creative Communication Strategies.....	6
Music Online: Video and Live.....	3
Copyright and Performance of Audio-visual Content .....	6

<b>elective courses</b>	<b>6</b>
Internship/Professional Workshop .....	3

<b>final exam</b>	<b>12</b>
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#### elective courses include

Elements of Music and Discography .....	6
Journalism in the Digital Era .....	6
Documentary Cinema Workshop .....	6
Festival and Event Organisation Workshop .....	6
Acting and actor's direction Workshop .....	6
Screenwriting Workshop .....	6
Scenography and location manager workshop.....	6
Photography: reality and dramaturgy of the image .....	6
Branded content for media.....	6
App Conception and Design .....	6
Audiovisual teaching .....	6
Storytelling theory and techniques.....	6
Digital storytelling .....	6



## master's degree course

# Art, Valorisation Strategies and the Markets

The Master's Degree Course in Art, Valorisation Strategies and the Markets provides advanced historical-artistic, economic, managerial and organisational skills that are specific to the market of cultural professions and the arts. This is a specialised course that aims to train managers, critics, curators of art exhibitions, cultural communicators, art gallery owners, museum directors and consultants who know how to manage the relationship between art and the market in all its phases. More specifically, students learn the methodological practices that are needed to understand and develop forms of cultural production, to design, organise and communicate art events, and disseminate art through digital systems.

The curriculum includes university lectures that are followed by one-to-one meetings with professionals, seminars and "hands-on" experience, and a broad range of workshops. Cycles of lectures are held by key players in art, culture and entertainment, and with opportunities for discussion with public and private institutions and foundations (such as Fondazione Sandretto Re Rebaudengo). Projects and collaboration with external bodies, internships and traineeships, with IULM's national and international partners complete the course offering. To further reinforce the work-oriented aspect of this course, there is a focus on curatorial and digital training, leaving students free to choose their specialisation. Thanks to IULM's many agreements with foreign universities, second-year students can expand their curriculum with a period of study abroad in their first term.

The international educational offering is also enriched by the possibility of obtaining a double Italian-French Master's degree by virtue of the agreement that Università IULM has signed with ICART (L'école du management de la culture et du marché de l'art) in Paris.

In the second term of the second year, workshops on designing, producing and communicating art and culture are organised in partnership with important Italian organisations and institutions based in Milan (including the Leonardo da Vinci Museum of Science and Technology and MEET – Digital Culture Center) where students can closely work on specific cultural projects with experts. The Master's degree ends with a final degree thesis.

### Career opportunities

The Master's course trains professionals to hold executive and managerial positions in the critique, documentation and conservation, as well as the valorisation and promotion of art; design, and work in the production, development, management and promotion of artistic and cultural events. Other career options are: production, organisation and distribution of artistic and cultural events and/or products; conception and design of start-ups for art; cultural management and marketing in public and private institutions, management of economic activities for cultural and art foundations, art galleries, auction houses; design and organisation of events and cultural initiatives; communication and promotion of art through traditional and digital media; artistic and cultural mediation.

## Recommended study plan

### 1st year (common courses)

compulsory courses	cfu
History of Collecting and the Antiques Market.....	6
Visual Cultures.....	6
<b>The Museum System</b> .....	<b>12</b>
Culture and Management for Museums and Art Institutes .....	6
Museum and Art Institute Communication.....	6
<b>Elements of Storytelling</b> .....	<b>6</b>
<b>Management and Start-Ups for Art</b> .....	<b>9</b>
<b>Art Professions</b> .....	<b>9</b>
Art Market Theories	
Foundation Strategies	
Auction House Strategies	
Gallery Strategies	
<b>Cultural Heritage Law in Italy and Europe</b> .....	<b>6</b>

### 2nd year

compulsory courses	cfu
<b>Curatorial Studies</b> .....	<b>12</b>
History and Theory of Contemporary Exhibitions .....	6
Art Direction of Cultural and Artistic Events.....	6
<b>Philosophy of Art</b> .....	<b>6</b>
<b>Digital Media Curatorship</b> .....	<b>12</b>
Social Media Communication.....	6
Art and the Web .....	6
<b>Artistic and Cultural Design, Production and Communication</b> .....	<b>12</b>
<b>elective courses</b>	<b>12</b>
<b>final exam</b>	<b>12</b>

elective courses include	cfu
Contemporary art and culture .....	6
Art mediation.....	6
Artist's archives.....	6
Setting up Exhibitions and Events .....	6
Teaching Art .....	6
IT for Art.....	6
Press Office for Art .....	6

master's degree course

# Fashion Communication and Luxury Strategies\*

## In English

The Master's Degree Course in Fashion Communication and Luxury Strategies offers an advanced course to enter the world of fashion and luxury with full awareness of the challenges of what are now fully global industries. The Course aims to train fashion and luxury communication professionals, managers, and business consultants so that they are capable of facing the challenges of contemporary communication, contextualising them, and transferring products and experiences to the public with a new language; they will also be capable of taking on roles of responsibility within established or start-up companies, and of seizing all the opportunities of complex systems. Face-to-face teaching is flanked by seminars, workshops, meetings with professionals and "in the field" experiences. To allow for a high degree of specialisation, the course offers two possible routes in the second year: Global Trends and Luxury Strategies, with the former more focused on fashion industry issues and the latter on luxury (products and experiences). The course, taught in English, will allow students to develop a dynamic and flexible approach to communication, which is essential for working in increasingly horizontal companies. The first year includes teaching Team and Project Management to familiarise students with the logic and dynamics of organisations. A great deal of attention is paid to the specifics of digital communication. The course offers a solid cultural foundation and has a curriculum with a robust humanistic vocation to develop the lateral thinking required for positions of responsibility. The structure of the course, due to its workshop teaching and multidisciplinary approach, stimulates flexibility and the ability to learn in a self-directed and independent manner.

## Career opportunities

The Master's degree will allow its professionals to enter in the job market in specific sectors such as PR Manager, Digital Media Manager, Customer Engagement Manager, Event Manager, Brand Heritage Curator, Client Communication Manager, Fashion Trend Forecaster, Brand Consultant. The study plan and the humanistic side of the course will allow the professionals to become independent and to think outside the box; these skills will let them seize different professional opportunities. The English language and the international dimension of the course will ensure professional development worldwide.

\*New course in the process of ministerial approval for the academic year 2024/25

## Recommended study plan

### 1st year

compulsory courses	cfu
<b>Sustainability Strategies for Luxury and Fashion</b> .....	6
<b>Aesthetics of Luxury</b> .....	6
<b>Anthropology of Fashion and Luxury</b> .....	12
Consumer Anthropology .....	6
Fashion Narratives .....	6
<b>Cognitive Foundations of Economics</b> .....	6
<b>Luxury Communication</b> .....	12
Brand Heritage and Storytelling .....	6
Fashion and Luxury Events .....	6
<b>Digital Trends and Marketing Statistics</b> .....	12
Digital Trends .....	6
Analytics and Global Consumer insight .....	6
<b>Team and Project Management</b> .....	6

### 2nd year

#### ● Global Trends curriculum

compulsory subjects	cfu
<b>International Relations and Global Fashion</b> .....	12
International Relations .....	6
Global Fashion .....	6
<b>Fashion Trends</b> .....	6
<b>Global Communication Management for Fashion</b> .....	6
<b>Digital Interaction Engagement Strategies</b> .....	6

#### ● Luxury Strategies

compulsory subjects	cfu
<b>Imaginery of Luxury</b> .....	12
History of Contemporary Luxury .....	6
Scenarios of Luxury .....	6
<b>Luxury Sectors</b> .....	6
<b>Luxury Marketing Strategies</b> .....	6
<b>Luxury PR for High-end Brands</b> .....	6

#### ● common courses

<b>Field project</b> .....	6
<b>elective courses</b> .....	12
<b>final exam</b> .....	12



master's degree course - dual degree

# Hospitality and Tourism Management

## In English

### In partnership with: University of Central Florida (United States)

Students of the Master's Degree Course in Hospitality and Tourism Management (HTM) acquire the analytical skills and advanced tools for the management of tourism companies in a strongly international and multicultural context. This limited access curriculum is for Italian and international students who have distinguished themselves at the undergraduate level and who now want to take on managerial and/or entrepreneurial roles in various fields of the tourism and services industry (e.g. hospitality, event organisation, online travel agencies and tour operators, cruise lines, airlines, local tourist offices, consulting firms specialising in tourism). The Master's Degree Course uses a dynamic approach to teaching that is strongly focused on applying the tools learned in the classroom to specific issues and case studies from the business world. Students are actively encouraged to develop their capacities from day one in a challenging multicultural setting with the goal of acquiring skills that are most in demand on the job market. The curriculum features an innovative teaching mix made up of distance learning, lectures at university, and workshops, simulations, field projects, in-company training, workshops with managers and entrepreneurs working in the field, and internships in Italy and abroad. The faculty is 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. This two-year curriculum is taught in English. The first year takes place at Università IULM. The second year allows students to choose from three specialisations, two at Università IULM and one in the United States at the University of Central Florida (dual degree).

### Sustainable Destinations Management and Communication (Università IULM):

Students will earn an Italian two-year Master's degree. The course aims to transfer theoretical and methodological knowledge and skills that can be used to develop the potential of tourist destinations, to innovate their range of offerings and for their sustainable management. Students can customise their study plan according to their interests by choosing between elective courses, a term abroad at one of IULM's partner universities and a 6-month field internship/field project in Italy or abroad.

### Digital Technologies and Data for Tourism and Creative Industries (Università IULM):

Students will earn an Italian two-year Master's degree.

The course aims to transfer theoretical-methodological knowledge and skills for two broad reasons: to exploit the potential of new digital technologies and big data for the customisation

of services and innovation of the customer experience; to optimise business decisions and performance through the strategic use of data.

Students can customise their study plan according to their interests by choosing between elective courses, a semester abroad at one of IULM's partner universities and a 6-month field internship/field project in Italy or abroad.

### Hospitality and Tourism Management (University of Central Florida)

Second year in **Orlando (United States), at the Rosen College of Hospitality Management** whose hospitality and tourism curricula rank 1st in the United States and 2nd in the world in the Shanghai Ranking of the world's top 500 universities for Hospitality and Tourism courses.

Students will earn a dual degree - an Italian two-year Master's degree and an American Master of Science (M.Sc.). They will also have the opportunity to stay in the United States for a further year of work experience following their graduation.

### Admission requirements for the Master's degree curriculum abroad for Hospitality and Tourism Management (University of Central Florida).

- A minimum TOEFL score of 220 (computer-based) or 80 (internet-based) or a minimum IELTS score of 6.5.
- A GPA certificate that is no lower than 3.0 out of 4.0 (approximately 27/30 on the Italian grading system) for a three-year degree course (Bachelor's) and no lower than 26.5/30 for a first-year IULM course.

### Career opportunities

The course prepares students for managerial roles in sales and marketing, human resources, revenue management, digital marketing and e-commerce, guest relations for companies in the tourism and services industry (hospitality, travel online, tour operators and travel agencies, the Meeting-Incentive-Conference-Exhibition industry, the transport industry, luxury retail) or roles in destination marketing organisations. In particular it prepares them for the following roles: Marketing & Communication Manager; Business Development Manager; Hotel Manager; Revenue Manager; CRM Manager; Digital Marketing in Social Media; Country Manager; International Sales Manager; e-distribution and e-commerce Manager; Product/Destination Manager for tour operators; PR and Corporate Communication Manager for tourism companies; Destination Manager; Head of Marketing and Communication for tourist destinations; Event Manager; Meeting and Congress Manager.

## Recommended study plan

### 1st year - Università IULM

compulsory courses	cfu
Managing Hospitality and Guest Services Organisations.....	6
Critical Issues in Hospitality and Tourism Human Resources.....	6
Accounting and Financial Management.....	6
<b>Marketing Strategies in Hospitality and Tourism</b> .....	<b>18</b>
Strategic Marketing in Hospitality and Tourism.....	6
Digital Marketing for Hospitality and Tourism.....	6
Introduction to Data Analysis for Marketing Research.....	6
<b>Cultural Heritage, Arts and Tourism</b> .....	<b>9</b>
<b>Geography for Sustainable Tourism Development</b> .....	<b>9</b>
<b>Communication Skills for Business</b> .....	<b>6</b>

### 2nd year - Università IULM

#### ● common courses

compulsory courses	cfu
<b>E-Tourism Technology and Digital Marketing</b> .....	<b>12</b>
E-Tourism Technology, Methods and Big Data.....	6
ICT and Digital Marketing for the Tourism Industry.....	6
<b>Communications Skills for Innovation</b> .....	<b>6</b>

#### ● Sustainable Destinations Management and Communication curriculum

compulsory courses	cfu
Strategy Design for Sustainable Destinations.....	6
Creativity and Design of Tourism Policies.....	12
New Travel Trends.....	6
Geography of Tourism Policies and Innovation.....	6

#### ● Digital Technologies and Data for Tourism and Creative Industries curriculum

compulsory courses	cfu
Customer Experience Design through Data and Technology.....	9
Optimisation in Decision Making.....	9

### 2nd year - University of Central Florida (UCF)

compulsory courses	cfu
Data Analysis in Hospitality and Tourism Research.....	9
Hospitality and Tourism Strategic Issues.....	6
Feasibility Studies for the Hospitality/Tourism Enterprises.....	12
Communication Skills.....	9

#### ● Common for all courses in Italy and the US:

elective courses	cfu
Field project/internship.....	3
<b>final exam</b>	<b>12</b>

# Master and Executive Programmes

# IULM Communication School.

## Teaching that prepares you for the future

Università IULM's postgraduate training curriculum focuses on excellence through close links with the world of work and the professions. It boasts an exceptional faculty and innovative teaching methods to train students and professionals for prestigious positions in major international organisations, companies and academies in Italy and around the world.

→ [iulm.it/it/iulm/ateneo/iulm-communication-school](http://iulm.it/it/iulm/ateneo/iulm-communication-school)

### The educational offering

IULM Communication School, the Business School of Università IULM, through its university Masters and Masters and Executive Courses, offers the best training in communication management in the fields of Art, Design, Food and Tourism, Brand Communication and Sales Management, Media, Languages and Cinema, Social Media and Digital Transformation. It prepares students and professionals to measure themselves against international contexts and careers by offering on-the-job experience in the world's most prestigious companies through study tours in Italy and abroad and training sessions held by lecturers from all over the world.

### The faculty

IULM Communication School can boast a faculty made up of university teaching staff and visiting professors from the main international universities and - thanks to the ongoing relationship with major partner companies and institutions - high-level professionals who, through lectures, case studies and specific projects, reduce the distance between students and the world of work. The team of each Master's course is prepared to follow every single student in order to allow the best possible profiling of their educational path and career.

## University Masters

These courses are for graduates who wish to deepen their knowledge of a specific discipline in the field of communication and acquire operational management tools through a significant theoretical base.

- Asian Languages and Cultures in partnership with Fondazione Roma (Rome Campus)
- Communication for International Relations MICRI, (in Italian and English)
- Food & Wine Communication (in partnership with Gambero Rosso)
- International Tourism and Hospitality MITH (in English)
- Journalism (two-year curriculum in partnership with Mediaset)
- Management and Communication for Beauty and Wellness
- Management of Artistic and Cultural Heritage in partnership with Fondazione Roma (Rome Campus)
- Management of Made in Italy. Use and Communication of Fashion, Design and Luxury Goods Management
- Publishing and Music Production
- Retail Brand & Customer Experience Management
- Sports Communication and Marketing
- The Art of Storytelling. Literature, Cinema, Television

## Specialist Masters

These courses are for graduates who wish to deepen their knowledge of a specific discipline in the field of communication and acquire operational management tools through a significant theoretical base.

- Cinema and Series on Audiovisual Platforms: Production, Communication, Programming (in partnership with SKY)
- Copywriting and Advertising Communication (in partnership with Miami AD School)
- Gaming & eSports
- International Marketing & Sales Communication (in English)
- Event Management and Communication
- Marketing and Sustainability Communication in the agri-food sector
- Masterbook, Specialist Master in Publishing Professions, (in partnership with Excogita)
- Museology New Media and Museum Communication (in partnership with European Museum Academy)

# Resources and services

## Executive Masters

For professionals with management experience who want to update their skills to meet the needs of the market and respond to changes in the world of communication.

- Behavioral Economics and Nudging, Behavioral sciences, Choice Architecture and Change Management
- Business Public Relations
- Data Analysis for Marketing
- Dubbing, Adaptation and Translation for Film and Television (Rome campus)
- Influencer Media Marketing
- Information Architecture and User Experience Design
- Neuromarketing, Consumer Neuroscience and Market Research
- Restaurant Business Management
- Screenwriting (Rome campus)
- Social Media Marketing & Digital Communication

IULM Communication's academic offering is being updated for the 2024/25 academic year.

## Study Tour

As part of its Master's programmes, IULM Communication School offers the students the opportunity to specialise by coming into direct contact with international contexts through Study Visits abroad.

These programmes allow students to live a unique experience in the most significant places for their sector. The programmes, which vary in terms of duration and objectives, include specific training sessions with professionals that accelerate the student's personal and professional growth by applying the theoretical tools learnt during the year in the field.

Destinations include: Alicante, Amsterdam, Athens, Barcelona, Berlin, Mexico City, Dubai, Dublin, Glasgow, London, Los Angeles, Miami, New York, Paris, Tampere, Warsaw, Seville, Dortmund, Tel-Aviv, Washington D.C.

# Orientation, tutoring and counselling

## Incoming orientation

The Orientation, Tutoring and Counselling Office helps the students to choose the course of study that best matches their talents; after the enrolment, the office provides the students with specific orientation and tutoring services to guide them during their studies.

There are several occasions offered by the Orientation Office where the students can get to know the university. Besides the open days held in the campus in Milan and the meetings organised in high schools, the students have the chance to:

- book individual meetings to understand which course of study may fit them best;
- take part in a series of activities held online aimed at clarifying any possible doubts: Q&A sessions, masterclasses and orientation meetings;
- join the Junior Winter and Summer schools: two weeks of free lessons, held by IULM professors, where it is possible to explore our seven Bachelor's Degrees.

For information: [progetti.scuole@iulm.it](mailto:progetti.scuole@iulm.it) – Tel. 02 89 141 2817

For English speakers: [admission@iulm.it](mailto:admission@iulm.it) – Tel. 02 89 141 2818

## Tutoring and Counseling

A team of senior students, Peer Tutors, is available to support freshers in the delicate moment of integration into university life through individual and group interviews. The Peer-to-Peer Tutoring section is a student-to-student programme which offers advice on studying and organises meetings, the IULM Social Dates, aimed at discussion, socialisation and the creation of study groups.

Orientation, tutoring and counseling office, in addition to the peer-to-peer tutors, draws on professionals and experts to offer a variety of services to all members:

- Seminars to develop a **study method** that takes into account the demands of the university, to learn how to better manage stress and exam anxiety, with suggestions to develop effective study habits
- **Group coaching** courses aimed at individual improvement with the objective of accompanying students along a path of self-awareness of their own abilities and the realisation of their study projects
- Individual **psychological counselling** interviews offered by Università IULM psychologists, who seek to encourage, support and develop students' potential by facilitating positive, proactive attitudes and capitalising on their internal resources
- Online **mindfulness** courses in Italian and English to reduce stress, and increase attention and focus on goals.

For information: [tutor@iulm.it](mailto:tutor@iulm.it) - Tel. 02 89 141 2813

# Career service and business relations

## A bridge to the world of work

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

Our Career Service and Business Relations Office provides career counselling 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, but they can also take advantage of a number of valuable services as they prepare to transition from student life to working life:

- Curricular and extra-curricular internships in Italy and abroad
- Career Advisory Programmes aimed at offering students and graduates the opportunity to carry out a career assessment in order to evaluate and strategically orientate their own career paths
- Individual interviews for revising the students' CV
- Mock job interviews in order to prepare students for job interviews, with constructive feedback on areas for improvement
- Coaching and Counselling: a service for students who are about to enter the job market by helping them to gain awareness of their strengths and weaknesses, identify how to achieve goals and how to find an internship/placement that matches their profile
- Mentorship, a project involving former IULM students (Mentors) who hold leading positions in companies, organisations and institutions, in order to illustrate what it means to hold a job position
- Self-Assessment, un servizio che offre uno strumento di valutazione con il quale gli studenti possono approfondire le competenze trasversali oggetto di valutazione
- Project Work with major companies aimed at identifying talent, and company visits and meetings with the University's Mentor Partners
- Career Days/Job seminars, meetings during which companies share information about themselves and about opportunities for employment
- Opportunities for students to gain international experience during their course of study, so they can successfully take on professional roles in large organisations and multinational companies
- Review of LinkedIn profiles in order to optimize digital branding for students and graduates

# DiversaMente: disability and SLD services

One of Università IULM's priorities is to develop inclusion policies: much can be done to reduce the difficulties arising from disabilities and it is essential to change attitudes. Diversity has to be seen differently i.e. with a "different MINDset", hence the name "diversaMENTE", given to IULM's office for disability and SLD services that has been set up to listen to the requests of students with disabilities and SLD, to meet their needs and develop strategies that support individual learning needs. Services include:

- Freshers orientation: support for students in choosing the degree course that suits them best
- Individual welcome meeting
- Meeting with a psychologist to develop a strategic plan
- Technical and IT tools
- Support for the request of E-books
- Student support in relations with teachers
- Support to the exemption requests for students who have a disability equal to or higher than 66% and/or a valid handicap assessment record
- Compensatory and dispensary measures
- SLD support
- Discounted check-ups at the Euresis centre (for learning disabilities)
- Academic support through personalised study plans
- SuperReading, a reading course with a special focus on students with learning disabilities
- Orientation and mobility courses for visually impaired students
- Course on study methods dedicated in particular to students with learning difficulties

While waiting for the regulations, students with ADHD and autism can rely on the diversamente office for a specific support through their university path.

For information: [diversamente@iulm.it](mailto:diversamente@iulm.it) - Tel. 02 89 141 2200

## Euresis Centre for the diagnosis, intervention and research on SLDs

The Euresis Centre collects and develops the experience gained by Università IULM in the field of inclusivity.

- It promotes a series of research activities aimed at supporting different forms of inclusion at both educational and social level.
- It supports the students with SLD with interventions in the diagnostic field (thanks to an équipe authorised by Regione Lombardia) with tutoring services, support and training courses with research projects on new intervention procedures.
- It promotes the Super Reading course, the only course in Italy of its kind, for learning strategic reading.
- It organises training courses for professors, tutors and professionals.
- It supports research based on a multidisciplinary approach and internationalisation

The Centre is open to the community and accepts requests from single users and private and public institutions.

# Fees, contributions and financial aid

The Fees, Contributions and Financial Aid Office helps "capable and deserving students who lack the financial resources" to attain the highest levels of education (Art. 34 of the Italian Constitution). The office provides financial aid and services to help students access university education, attend courses and successfully complete their studies:

- Scholarships
- Accommodation
- Catering service
- Financial support for international mobility
- Financial support for students with disabilities
- Special grants

For information:

[dirittoallostudio@iulm.it](mailto:dirittoallostudio@iulm.it)

[fascia.contributiva@iulm.it](mailto:fascia.contributiva@iulm.it)

Tel. 02 89 141 2890

## Opportunities for enrolled students

### Scholarships and other forms of financial aid

Each year, IULM's Board of Directors puts procedures into place to cover enrolment and other fees for deserving students without adequate financial means. In addition, there are other forms of financial aid, such as aid to help deserving students have access to university services, or grants to help students conduct research abroad for their final thesis or for internships abroad. A 20% exemption, for the first year of enrolment, is given to students who graduate with full marks from high school in the 2024/2025 school year. This exemption is also given to students who graduate cum laude with a three-year degree from Università IULM or Istituto di Alti Studi SSML Carlo Bo.

Università IULM has also decided to assist families with more than one child enrolled in the university, by offering a 30% reduction in tuition fees for each sibling who enrolls after the first child. Scholarships are also awarded to deserving students whose financial status falls under the provisions of regional and national laws on the right to university education.

### We'll give you credit

Students interested in paying their Università IULM enrolment fees in instalments can take out a loan to pay the first two instalments. There are no processing fees and financial guarantees are not required. You will just have a simple face-to-face meeting at the on-campus branch of our partner bank, the **Banca Popolare di Sondrio**. Once the loan has been repaid, you can apply for the IULM Card to continue paying for your tuition in instalments.

Università IULM also offers its students the possibility of taking out loans on preferential terms through the **BNL Futuriamo** initiative, the loan designed by BNL Gruppo BNP Paribas to support student and family projects, and through **Intesa per Merito**, a solution that allows eligible students to finance university tuition fees, accommodation and board for students living away from home as well as the cost of purchasing IT equipment.

### Financial aid opportunities for international students

International students, or those students whose families live and have assets and earnings abroad, can benefit from dedicated financial aid (reductions in tuition fees -50% or up to 100% depending on the chosen course- and scholarship opportunities) based on merit and/or their financial situation. In order to meet accommodation needs, a number of places are available in the University Residences.

For further information please contact [admission@iulm.it](mailto:admission@iulm.it).

## IULM International

### Build your future in the world

**Università IULM's aim is to prepare and nurture knowledgeable professionals capable of facing the challenges of a rapidly changing world and seizing the opportunities that emerge from international markets and scenarios. A concrete commitment to tackling contemporary issues, for the development of future global citizens.**

IULM has several initiatives in place to ensure that students and professionals gain international experience. It organises information sessions, meetings and intensive programmes, it partners with cultural exchange programmes and provides international professional development opportunities.

IULM encourages its students to add to their learning experience by studying or working abroad through the international mobility programmes Erasmus, Semester Abroad, and Summer Schools.

This has been made possible through IULM's ever-growing network of exchange agreements, dual degrees and partnerships with more than 300 universities, institutions, companies and international organisations.

Università IULM offers its students the opportunity to gain high-profile experience around the world and every year organises study tours and curricular internships in all five continents.

Furthermore, IULM believes that internationalization starts "at home", with an inclusive, multicultural and open minded approach. For this very reason, IULM is committed in shaping an innovative global mentality within its international community and prepare the citizens of tomorrow.

# Living at IULM

## Experiencing IULM

University is not just classrooms and lecture halls. It is also a place where you can spend part of your life enjoying yourself and planning the future. Where you can experience, discover, communicate. Not just a University but a world of opportunities and resources made just for you.

### Accommodation at IULM

**Università IULM has 210 beds distributed in two university residences, Santander and Cascina Moncucco. Students who would like to stay at the residences must apply to a call for application which is published annually in the section Economic benefits of the IULM website.**

The **IULM Residence Hall** offers 70 twin rooms as well as 4 single rooms for disabled students. Each room has satellite TV and an Internet connection. There is also a living area with two large study rooms and a “coffee corner”. IULM’s residence hall is the ideal study environment for students and is where they can enjoy their free time. Students can apply to IULM’s Fees, Contributions and Financial Aid Office for accommodation at the IULM residence hall through a call for applications that will be published on our website in June.

**Cascina Moncucco** accommodates about 100 IULM students (in 38 twin rooms, with 5 rooms for disabled students) and serves as a venue for cultural and educational events that are open to the local community. The indoor and outdoor spaces also host cultural events that are organised by IULM and are open to the city of Milan. This initiative is of great social value and could serve as a model for other projects of a similar nature. Students can apply to the Fees, Contributions and Financial Aid Office for accommodation at Cascina Moncucco through a call for applications that will be published on our website in June..

### IULM 6

**IULM 6 is the latest addition to the IULM’s buildings on campus. This space has been 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 this monumental complex which is also open to the city of Milan as a gathering place for the local community. The Auditorium, the Sala dei 146 and a large exhibition space are prestigious venues for concerts, congresses, and artistic and cultural events. This is how IULM has further cemented its role as a multifaceted cultural centre for the city of Milan.

### Facilities, Services, Initiatives

- **Agorà**  
Aula Magna and Auditorium for conferences, presentations and cultural events.
- **Bookshop Libraccio**  
Text books and more: a place where you can stay up to date on the arts and culture.
- **Coworking spaces**  
Spaces dedicated to study groups.
- **Cultural initiatives**  
Work with IULM Radio and IULM Play, take part in a group of creative writing or theatre workshop: Università IULM offers you all of this and more.
- **Infopoint**  
An answer to all of your questions: service available from 9 am to 5 pm.  
Toll-free number 800 363 363 – from abroad +39 02891412590 - infopoint@iulm.it
- **IULM choir**  
The official choir composed by Università IULM’s students, professors and staff.
- **IULM fitness center**  
The University gym with a cardio/weights room and a fitness room for courses.
- **IULM Print**  
The University’s copy centre.
- **IULM Sport**  
Supports and boosts sports in the university.
- **IULM Store**  
IULM-labelled apparel, accessories, office supplies and gifts.
- **Master X**  
The newspaper published by the students attending the Master’s course in Journalism.
- **Radio IULM**  
Your University’s web radio.
- **Restaurant & Cafè**  
Restaurant, bar, literary cafè, and the new IULM Food Academy restaurant, for a break between one lesson and another.
- **Teaching and Research Laboratories**  
Multimedia Lab, “Behavior and Brain Lab” Research Centre, IULM AI Lab, Journalism Lab, Film/TV production room and sound stage.
- **Tutoring**  
Peer-to-peer tutoring, psychological counselling and support to students with disabilities.
- **University Library and Video Library**  
Over 150,000 books, more than 1,050 periodicals and 13,000 audiovisual resources.  
An extensive study space for all IULM students.
- **Wireless IULM**  
Wireless Internet to access the web whenever you want.



# Admissions

In order to guarantee a good teacher-student ratio in terms of numbers and quality, which is fundamental for the growth of students, Università IULM has for a long time applied the strategy of limiting the maximum number of student enrolments.

## Admissions to Bachelor's degree courses

The number of places available for the academic year 2024/2025 are as follows:

● Arts and Cultural Events .....	250 places
● Fashion and Creative Industries.....	250 places
● Tourism, Management and Culture.....	240 places
● Interpreting and Communication .....	250 places
● Languages, Culture and Digital Communication .....	100 places
● Communication, Media and Advertising .....	530 places
● Corporate Communication and Public Relations.....	540 places
● Corporate Communication and Public Relations (in English) .....	200 places

Also for the academic year 2024/25 applicants will take an admissions test before being admitted to the bachelor's degree programmes. The test can be taken by applicants with a high school diploma or by students in their fourth or fifth year of high school (except for Interpreting and Communication applicants, who must have a high school diploma or be in their fifth year of high school).

For the Bachelor's degree courses in **Languages, Culture and Digital Communication** and **Interpreting and Communication** the test is not selective but is simply designed to determine the applicant's personal skills. Only if there are more applicants than places available for the programme will test results be used to draw up a ranked list of candidates.

For the Bachelor's degree courses in **Corporate Communication and Public Relations, Communication, Media and Advertising; Arts and Cultural Events; Tourism, Management and Culture;** and **Fashion and Creative Industries** the test is selective. For these programmes, a list of candidates for admission is drawn up based on scholastic merit, admissions test result, and level of English.

For the Bachelor's degree course in **Corporate Communication and Public Relations (in English)** the admissions test is **selective**. Here, the university draws up a ranked list of candidates for admission based on scholastic merit and the admissions test result. Applicants must have at least a B2 (CEFR) level of English to take this test. Applications for the test are made through our online services.

The application fee for international students whose income is produced outside of Italy is €50.

## Admissions to Master's degree courses

The number of places available for the academic year 2024/2025 are as follows:

● Art, Valorization Strategies and the Markets.....	100 places
● Hospitality and Tourism Management .....	100 places
● Specialised Translation and Conference Interpreting.....	100 places
● Marketing, Consumer Behaviour and Communication .....	180 places
● Television, Cinema and New Media .....	100 places
● Strategic Communication .....	100 places
● Artificial Intelligence for Business and Society.....	65 places
● Marketing, Consumer Behaviour and Communication .....	180 places
● Marketing, Consumer Behaviour and Communication (in English) .....	60 places*
● Fashion Communication and Luxury Strategies .....	100 places**

## International students

International students wishing to follow a Bachelor's or Master's degree course at Università IULM must submit the documents relating to their qualifications (final high school and/or foreign university diploma) through the dedicated platform [apply.iulm.it](https://apply.iulm.it).

Students with an international diploma who reside in Italy interested in applying in a Bachelor's course at IULM should present the documents related to their course of study (final high school diploma and official transcripts) on myiulm. Students with an international degree diploma who reside in Italy interested in applying in a Master's degree the documents related to their course of study (final high school diploma and official transcripts) on myiulm and contact [admission@iulm.it](mailto:admission@iulm.it).

\*English-language replica of the master's degree course in marketing, consumer behaviour and communication, currently undergoing ministerial approval for a.y. 2024/25

\*\*New course in the process of ministerial approval for the academic year 2024/25

# Tuition and fees for the academic year 2024/25

## International students

There is a single contribution band for students of foreign nationality, both EU and non-EU citizens, and for students with Italian citizenship or dual citizenship, whose family reside and have assets and earnings abroad, who enrol in a Bachelor's or a Master's degree course. International students can benefit from dedicated financial support to support their academic studies.

For further information please contact [admission@iulm.it](mailto:admission@iulm.it).

### Bachelor's programmes

1st instalment – at enrolment	1,600.00
Regional fee + revenue stamp	156.00
2nd instalment - by Dec. 13th 2024	4,600.00
3rd instalment - by March 31st 2025	2,200.00
<b>Total</b>	<b>8,556.00</b>

### Master's programmes

1st instalment – at enrolment	2,000.00
Regional fee + revenue stamp	156.00
2nd instalment - by Dec. 13th 2024	5,300.00
3rd instalment - by March 31st 2025	2,500.00
<b>Total</b>	<b>9,956.00</b>

figures in €

## Italian students

Università IULM has decided to use “ISEE Universitario” parameters to determine what families have to pay for tuition for the 2024/2025 academic year (ISEE is a measure of a family's financial status). Please take into account that this system is applied to all students whose income is produced in Italy.

Information on how tuition rates are assigned for the 2024/2025 academic year can be found on the IULM website at [www.iulm.it](http://www.iulm.it). Tuition and fees are paid in three instalments: the first at enrolment, the second by December 13th 2024 and the third by March 31st 2025.

Additionally, students enrolling in any Italian university must pay a regional fee for the right to university education, which is currently €140 (a €16 revenue stamp must be added to this amount). The Lombardy Regional Government is responsible for determining the amount of this fee, as well as who is exempt and how refunds are to be processed.

Bachelor's programmes	Band I up to 13,000	Band II 13,001/ 23,000	Band III 23,001/ 33,000	Band IV 33,001/ 43,000	Band V over 43,000
1st instalment – at enrolment	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00
Regional fee + revenue stamp	156.00	156.00	156.00	156.00	156.00
2nd instalment - by 13 Dec. 2024	1,400.00	2,200.00	3,000.00	3,800.00	4,600.00
3rd instalment - by 31 March 2025	500.00	925.00	1,350.00	1,775.00	2,200.00
<b>Total</b>	<b>3,656.00</b>	<b>4,881.00</b>	<b>6,106.00</b>	<b>7,331.00</b>	<b>8,556.00</b>

Master's programmes	Band I up to 13,000	Band II 13,001/ 23,000	Band III 23,001/ 33,000	Band IV 33,001/ 43,000	Band V over 43,000
1st instalment – at enrolment	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00
Regional fee + revenue stamp	156.00	156.00	156.00	156.00	156.00
2nd instalment - by 13 Dec. 2024	1,700.00	2,600.00	3,500.00	4,400.00	5,300.00
3rd instalment - by 31 March 2025	700.00	1,150.00	1,600.00	2,050.00	2,500.00
<b>Total</b>	<b>4,556.00</b>	<b>5,906.00</b>	<b>7,256.00</b>	<b>8,606.00</b>	<b>9,956.00</b>

figures in €

## Working students

IULM supports students balancing study and work by promoting lifelong learning, and therefore the enrolment of working students. Students can opt for **part-time enrolment**, which requires half the number of credits to be completed in one year and doubles the number of years that the student will be enrolled (tuition and fees are adjusted accordingly). Regulations on part-time enrolment can be found on the IULM website.

# IULM Alumni

IULM ALUMNI is an autonomous and independent association that promotes and fosters relations between IULM graduates, institutions and companies.

Once you graduate you'll join the big community of IULM graduates, which mission is to valorize the acquired competences, to build together the future of professions.

A network of over 40,000 graduates helping each other to stay in touch, meet other professionals and generate new opportunities for growth and continuing professional development.

**Once a IULM graduate, always a IULM graduate!**

Our social channels:

LinkedIn: **IULM Alumni**

Facebook: **@aliulm**

Instagram: **@\_aliulm\_**

## **Università IULM**

via Carlo Bo 1 - Milano  
Metro M2 Romolo

| [facebook.com/iulm.universita](https://facebook.com/iulm.universita)  
| [instagram.com/iulm\\_university](https://instagram.com/iulm_university)

## **infopoint**

An answer to all your questions  
service available from 9 am to 5 pm CET.

In Italy toll free number 800 363 363  
From abroad +39 02891412818

[admission@iulm.it](mailto:admission@iulm.it)

[www.iulm.com](http://www.iulm.com)