

BACHELOR'S DEGREE IN

CORPORATE COMMUNICATION & PUBLIC RELATIONS



IULM UNIVERSITY

Founded in 1968 in Milan, IULM University is a highly qualified research and education centre specialised in Corporate Communication.

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

www.iulm.com



IULM University has been training corporate communication professionals for more than 30 years.

The Bachelor's Degree in Corporate Communication and Public Relations focuses on a variety of skills: it looks at how businesses are organised and run by studying management, marketing and business law; it examines social and market dynamics with courses on sociology, consumer psychology and market analysis; and it teaches students how to dialogue with the media, influencers and public opinion by providing them with top-notch communication and public relations training.

In addition, the programme helps students develop:

- Digital skills necessary in today's media environment
- English and foreign languages proficiency
- Cross-cultural skills
- Personal communication skills such as professional writing

The programme is offered both in English and Italian.

TEACHING METHODS AND FACULTY

Coursework is based on a strong mix of lectures, case studies, workshops and seminars.

The faculty is made up of scholars as well as communication professionals.

CAREER OPPORTUNITIES

Graduates in Corporate Communication and Public Relations can expect to work in private companies or public organizations in the field of **marketing** or **corporate communication**, as well as **agencies specialised in communication services** (advertising, PR, events, digital marketing and social media management). Graduates will be able to take on different roles such as:

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

INTERNATIONAL PARTNERSHIPS AND STUDY ABROAD OPPORTUNITIES

The programme offers a **dual degree** (Honours Bachelor Degree in Marketing) in cooperation with Dublin Business School.

Further study abroad opportunities are offered at partner universities such as ISCOM Paris, Arnhem Business School, Hanze University Groningen, Universite' Catholique de Lille, ESIC Business and Marketing School Valencia, Universidad Complutense de Madrid, University of the Sunshine Coast (Australia), University of California San Diego (USA).

DEGREE PROGRAMME

YEAR 1	ECTS
Sociology of Media	9
Management	9
Corporate Communication	9
Information Systems and Digital Trends	6
Sociology of Consumption and Corporate Culture	6
Advertising	6
Semiotics	6
Professional English	6
YEAR 2	
Consumer Psychology and Neuromarketing	6
Marketing	9
Statistics and Market Research	9
Social Change in the Digital Age	9
Professional Writing Workshop	6
Professional English	6
French/Spanish/German/Russian/Chinese/Italian	
language and culture	6
Elective Courses	12
YEAR 3	
Economics	9
Organizational Theories & HR Management	6
Introduction to Public and Private Law	6

Public Relations Workshop	6
Communication Management in Public Sectors Workshop	6
Creativity Workshop	9
Professional English: Public Speaking	6
Elective Courses	6
Graduation Project	6

ADMISSION REQUIREMENTS

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

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

TUITION FEES AND FINANCIAL AID

Tuition fees for international students are € 8,400 per year.
For Italian students, tuition fees are determined on the basis of ISEE.

Scholarship opportunities and tuition reductions are available for qualified students.



IULM IN NUMBERS



1968
Established

1992
The first programme in Corporate Communication and PR in Italy was established at IULM



5 undergraduate degree courses

6 postgraduate 2-year masters degrees

34 postgraduate 1-year masters degrees and executive courses



200 partner universities worldwide

1400 partner companies in research and learning projects

1 start-up incubator

2 research centres



10 laboratories

3 auditoriums

4 food&beverage outlets

50000 sqm campus

240 beds in university accommodation



CONTACT US

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