



UNIVERSITÀ DI PAVIA

Dipartimento di Scienze Politiche e Sociali

COURSE REGULATIONS

(art. 12 – Ministerial Decree 22 October 2004 n. 270)

entering class 2020-2021

SECOND CYCLE DEGREE IN DIGITAL COMMUNICATION

Class LM – 59

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PART ONE – GENERAL PROVISIONS

Art. 1 – Name, class, department and duration

1. The second-cycle degree in Digital Communication (henceforth CoD), set up at the University of Pavia, belongs to the class of second-cycle degrees in ADVERTISING AND COMMUNICATION FOR THE PUBLIC AND PRIVATE SECTORS (LM-59), in accordance with the Ministerial Decree of 16 March 2007. The duration of the second-cycle degree course in CoD is two years.
2. The second-cycle degree course in CoD is associated with the Department of Political and Social Sciences of the University of Pavia. The following departments of the same university are also connected with the course: Department of Law, Department of Industrial and Information Engineering, Department of Economics and Business Sciences, Department of Humanities.

Art. 2 – Regulatory texts

1. The didactic organisation and the development of the educational activities foreseen within the degree course are governed, in accordance with the freedom of teaching and the rights and obligations of teachers and students, by the present text, by the Statute of the University of Pavia, by the General Regulations of the University, by University Teaching Regulations, by the Regulations for the composition and functioning of the Teaching Councils of the University of Pavia, by Student Regulations, and by the Regulations of the Department of Political and Social Sciences. The aforementioned regulatory texts are available on the institutional website of the University of Pavia, at the following address: <http://web.unipv.it/ateneo/stauro-regolamenti/>.
2. For all matters not expressly provided for in these Regulations, the existing provisions of law apply.

Art. 3 – Body responsible for didactic and organisational coordination

1. The Teaching Council and the President of the Teaching Council are authorities for the second-cycle degree course; they are in turn governed by other internal sources of the University of Pavia. The Teaching Council also designates, from among those of its tenured professors who have been assigned to a course, to a teaching module or to some other training activity of the course itself, a lecturer who is responsible for the completion of procedures both for self-assessment, periodic evaluation and accreditation (AVA) and for quality assurance (AQ), notwithstanding the collegiality of decision-making processes.
2. The Teaching Council also designates a Management Group for Quality Assurance (QA), which assists the abovementioned lecturer in his work. This management group is made up of tenured lecturers who have been assigned to a course, a teaching module or some other training activity of the course itself in order to be an expression of the interdepartmental nature of the same course.

Art. 4 – Administrative services

1. The Teaching Office of the Department of Political and Social Sciences ensures that appropriate administrative support is given to the didactic activities of the degree course. Students can contact the office if they have problems related to the activities themselves.
2. Jurisdiction in cases of bureaucratic matters and paperwork concerning the student's course (enrolment, transfers, fees, student mobility, etc.) is entrusted to the Student Administration Office.

3. An Orientation Centre (C.OR.) has also been set up to support students throughout their university studies, particularly in the choosing of their course, and in facilitating their entry, after graduation, into the workforce. The services offered by the C.OR. can be consulted at <http://cor.unipv.it/>

PART TWO – ORGANISATION OF TEACHING ACTIVITY

Art. 5 – Annual Study Programme Datasheet

1. Within the deadlines specified annually by the Ministry, an annual study programme datasheet (SUA) for the degree course is made available; it contains all the information regarding the training envisaged for the entering class of reference, which can be consulted at the following webpage <http://sonl.unipv.it/ava/index.php/2020SUA32402.pdf>

Art. 6 – Admission requirements

1. To be admitted to the CoD degree program, applicants must be in possession of one of the following prerequisites: a degree (as regulated by Ministerial Decree no. 270 of 22 October 2004 or, in the case of the old university system, as regulated by the Ministerial Decree of 3 November 1999), or a qualification obtained abroad which is recognized nationally, or otherwise a three-year university degree.

2. Access to the degree course is also conceded to students who are on the verge of obtaining a qualification that qualifies them for enrolment: in this case, enrolment can take place on the condition that the qualification is actually obtained no later than the 1st of March of the same academic year, and that at the time of the deadline for submitting the application for admission, the student has accrued at least 150 credits.

3. In order to meet the objectives of the course, students are required to have specific curricular requirements and adequate initial preparation. These requirements entail obtaining a degree in one of the following classes:

| | |
|-----------|---|
| CLASS L20 | Degrees in Communication Sciences |
| CLASS L16 | Degrees in Administration and Organisation Sciences, |
| CLASS L18 | Degrees in Economics and Business Management, |
| CLASS L33 | Degrees in Economics, |
| CLASS L36 | Degrees in Political Science and International Relations, |

For those who do not come from the aforementioned degree classes, the minimum curricular requirements for admission, given the specific interdisciplinary nature of the CDLM, are indicated in the following list:

a. 6 CFUs in the Scientific Disciplinary Sector (SSD) ING-INF / 05 sector or similar that provide an adequate basic technical preparation;

b. 6 CFUs in at least one of the following Scientific Disciplinary Sectors: SPS / 04, SPS / 07, SPS / 08 or SPS / 09, or similar SSDs such as to provide adequate socio-political and / or organisational preparation;

c. 6 CFUs in at least one of the following Scientific Disciplinary Sectors: IUS / 01, IUS / 04, IUS / 08, IUS / 09 or IUS / 10 such as to provide adequate legal preparation.

4. Knowledge of the English language is also required, both written English and spoken English. The minimum requirement for enrolment is level B2 of the CEFR, which can be documented by means of the appropriate, internationally recognized certifications.

5. The level of students' initial preparation is verified by a special Commission, appointed annually by the President of the Teaching Council. To this end, candidates provide the Commission with the appropriate documentation, together with certifications relating to their

previous university courses. Furthermore, where necessary, the Commission carries out an evaluation interview with candidates, either in person or online. The procedures and terms for registering for the interview are indicated on the CdS website and on the institutional website of the University. Candidates in possession of a foreign qualification must necessarily be interviewed.

Art. 7 – Didactic organisation

1. The training activities that are part of the second-cycle degree course give rise to the acquisition, by students who make use of them, of university credits (CFUs) in accordance with current legislation.

2. The degree course envisages a ratio between university credits and hours of tuition of 1 university credit (CFU) for every 6 hours.

3. Teaching activities take place according to the calendar approved annually by the Board of Directors of the University of Pavia, on the proposal of the Academic Senate. The period for carrying out lectures, exercises, seminars, laboratory activities and supplementary activities is normally established, for each academic year, between 1 October and the following 30 June. Frontal teaching activity is structured in semesters (from October / December to March / May). Each of these usually includes a ten-week lesson schedule. The calendars of the lessons are published on the institutional website of the degree programme within the Ministerial deadlines for the compilation of the form for the annual study programme datasheet (SUA), and in any case before June 30 for the first semester of lessons, and by September 30 for the second semester of the following year, at <http://cod.unipv.eu/orari/>.

4. Exam sessions are organized on the basis of a calendar within the degree course and made accessible in the reserved area of the institutional website of the University within the Ministerial deadlines for completing the form for the annual study programme datasheet (SUA), and in any case at least two months before the start of each session. After this deadline, exam sessions can no longer be brought forward or cancelled.

Three exam sessions are envisaged during the course of the academic year: two at the end of the lecture period, and one supplementary session. Overall, at least six exams are guaranteed for each course during the academic year. These are organized as follows:

- January-February: three exams for courses whose lessons were held in the first semester, two for the others;

- June-July: three exam sessions for the courses whose lessons were held in the second semester, two for the others;

- September: one exam for each course.

The interval between one exam and the next cannot normally be less than two weeks. It is possible to set an extraordinary exam in March to allow students who need only pass as single exam to graduate in the current academic year.

5. Each academic year there are five sessions in which students can take the final exam of the degree course. The dates and times of these sessions are published, within the Ministerial deadlines for completing the annual study programme datasheet (SUA) form and in any case at the beginning of the year, on the institutional website of the degree programme, in the "Degrees" section, at the address: <http://cim.unipv.eu/comunicazione-digitale-la-nuova-laurea-magistrale-in-comunicazione-di-unipv/>. For further details on the final exam, see art. 14 of the present regulation.

Art. 8 – Study plan

1. Under the terms established annually by the university, the student is required to file a study plan in the manner specified by the relevant offices.
2. The term 'study plan' refers to all those activities, both within and without the university, that the student is required to fulfil, in terms of university credits, for the purposes of obtaining his/her degree.
3. The study plan is inclusive of mandatory activities, any optional training activities, and activities individually chosen by the student.
4. There are two different types of study plan: "standard" and "individual".
5. The standard study plan is approved annually by the Department Council and, upon being presented by the student, is deemed officially approved. For the entering class of reference, the standard study plan is reproduced in Appendix no. 1, which is an integral part of the present Regulation.
6. Students who intend following a course of studies different from that indicated in Appendix no. 1 may proceed with the submission of an individual study plan provided that the teaching activities in it correspond to restrictions imposed in the programme of the second cycle degree course, and that it involves the acquisition of no fewer university credits than those required for conferment of the degree.
7. Approval for an individual study plan is required from the Teaching Council of the degree course, which takes into account the needs of the cultural education and professional training of the student and can suggest appropriate changes in order to make the tuition more consistent with the educational objectives of the course.

Art. 9 – Joint-degree programmes

1. There is no joint-degree programme.

Art. 10 – Attendance and curricular prerequisites

1. There are no attendance requirements for mandatory activities indicated in the Study Plan. As regards elective courses (Art. 11 of this Regulation), attendance and preliminary course requirements may be indicated in the examination program of courses.
There are no curricular prerequisites in the course of study.

Art. 11 – Student elective activities

1. Students may include a total of 12 credits (CFU) of elective activities in their Study Plan.
2. Courses and other educational activities that provide these credits can be chosen from the subjects in the course of study, as well as in the course offerings of the University or the University Colleges of Pavia, except for degree programmes requiring an admissions test in the medical and health area. However, the Teaching Council reserves the right to assess whether or not these activities are consistent with the educational objectives of the course of study, taking into account the appropriateness of the motivations for choosing these activities as expressed by the student.
3. Students are also allowed to include a supplementary internship in their study plan to fulfill 6 of the 12 credits.

4. According to the provisions of Article 17, point 7, of the Students Regulation of the University of Pavia, students enrolled in second cycle degree courses are allowed to include among their elective courses (TAF D) and/or in excess of the credit requirements of their course of study, courses offered in the three-year and second cycle degree programmes. However, as excess credits or elective activities, students will not be able to choose courses already taken previously at university unless they have been specifically validated. The relevant university offices will verify the correct application of this rule during the control phase of the student's academic activity prior to admission to the final exam for degree conferral. In the event of a violation of the above rule, the student will not be eligible for the graduation exam and will be obliged to change his or her study plan.

Art. 12 – Internship

1. The internship is an integral part of the course of study and contributes to achieving the educational objectives of the degree programme. It is compulsory and accounts for 6 credits, for a total of 150 hours.

The student may apply for permission to complete a supplementary internship, lasting an additional 150 hours and earning an additional 6 credits, as an elective activity (TAF D). Deadlines and methods of requesting, activating, and accrediting the supplementary internship are agreed upon with the student affairs office, as explained in detail on the institutional website of the degree course at: <http://cim.unipv.eu/procedura-stage/>. The internship and possible supplementary internship, for a total of 300 hours and 12 credits, must be carried out continuously at the same host facility.

2. For students that self-certify a work activity, an in-house tutor, a professor in the Department, must approve a substitute report that describes in detail, through the curricular tools and methodologies, the work or experience completed or in progress. Accreditation for a work activity is possible only as a substitute for the compulsory internship and for a total of 6 credits.

3. Applications for internships and their authorisations must be submitted to the faculty member delegated by the President of the Educational Council of the course of study in question.

4. Subject to the student's request, vocational training internships carried out on a voluntary basis can be undertaken in place of the compulsory internship, for a maximum of 6 credits, provided the activity is consistent with the educational objectives of the course of study.

5. As part of the Erasmus+ Traineeship programme, internships carried out at European institutions or in companies may, at the request of the student, be accredited for a total of 6 credits in place of the curricular internships in the study plan. If the student has already accrued the credits of the curricular internship, the Erasmus+ Traineeship activity will be recognized as an elective activity (TAF D).

In the case of activities exceeding 300 hours, the student may apply for the recognition of 12 credits in place of the compulsory curricular internship and supplementary educational internship.

The procedure for applying for recognition of these credits is explained on the university website of the degree programme in question at: <http://cim.unipv.eu/procedura-stage/>.

6. Under the Erasmus+ International Mobility programme or similar programmes at the University of Pavia, the student may apply to receive credits for study at foreign universities and higher educational institutions, provided the period of study is no less than three months, in place of the curricular internship in the degree programme, for a maximum of 6 credits. If the student has already accrued the educational internship credits, the credits for the international mobility activity will be awarded as elective educational activities (TAF D). The methods for ap-

plying for recognition are explained on the institutional website of the degree programme at: <http://cim.unipv.eu/procedura-stage/>.

7. Students may apply for recognition of sports activities as an internship module for a total of 6 credits. In this case they must certify, according to the guidelines established by the Academic Senate, that they have practiced competitive sports at the Olympic, world, or European level. The awarding of a medal at the national university championship level will earn an additional 6 credits as a “supplementary internship module”.

Art. 13 – Examinations and end-of-course assessments

1. The second cycle degree programme includes a maximum of 12 examinations or final assessments. This number includes the educational activities that characterize, are related to, or supplementary to the study curriculum, and which are independently chosen by the student. The examinations or assessments for the latter activities correspond to one unit (even if the assigned credits involve multiple final examinations or assessments). All the remaining educational activities in the curriculum (article 10, clause 5, letters c), d), and e) of D.M. 270/2004) are not included in calculating the maximum number of examinations or final assessments. However, there can be no more than 5 examinations for such activities, including the final examination for degree conferral.

2. Examination assessments are based on a scale of 1 to 30 and entered in the appropriate minutes of the proceeding. Educational credits are awarded for marks of 18/30 or above, except as stipulated in point 8 below. In the case of a maximum mark of 30/30, the Commission may unanimously award a mark cum laude. Failing assessments are not awarded a mark, and any record of this in the minutes is used merely for statistical purposes, is not accompanied by a vote, and does not appear in the student’s record.

3. The examinations are either written or oral and can also include both types. The student is allowed to withdraw at any time during the written examination. For the oral exam, in line with Art. 37 point 5 of the University of Pavia's Teaching Regulations, the student is allowed to withdraw up until the moment the examination mark is officially recorded.

These provisions are supplemented by the regulations for the electronic recording of marks, which is governed by the appropriate Annex to the Student Regulations, which is understood to be fully incorporated in the Regulations.

4. Integrated examinations may be required for multiple coordinated courses that take place in the same semester, in which case:

- all coordinated courses must be indicated in the student's curriculum;
- all coordinated courses must be given in the same semester;
- the teachers in question participate collectively in the overall assessment of the student's exam, which cannot, however, be divided into separate marks for individual courses;
- only one faculty member, appointed beforehand by the Teaching Council of the degree programme, is responsible for recording the mark.

5. To be eligible to take an examination, the student must:

- (a) be in compliance with the payment of tuition fees;
- (b) enrol online in the manner described in the appropriate Annex to the Student Regulations referred to in clause 3.

6. The candidate may re-sit an examination in the degree programme in which he received a failing mark during the next exam session.

7. The Examination Commission is appointed by the President of the Teaching Council according to the provisions in the university Teaching Regulations. The commission is made up of at least two members: the first, with the functions of President, must be the faculty member

responsible for the course in question or, in his absence, another faculty member from the university belonging to or connected to the same scientific-disciplinary area or a related one; every other member must by regulation be chosen from among university faculty belonging to or connected with the same or a related scientific-disciplinary sector. If need be, experts in the subject area may take part on the commission.

8. Following completion of an internship and the positive evaluation by the internship supervisor, the student will obtain a pass mark that will be recorded in his student record, based on what is set out in Article 12 of the present regulations.

Art. 14 – Final examination and awarding of degree

1. The degree is awarded after the student has passed a final exam consisting of an oral discussion of an original thesis that reveals his or her capacity for independent research, methodological maturity and judgment, and knowledge of both the subject matter dealt with in the thesis and other disciplines. The thesis must be accompanied by:

a) a brief summary of the work

b) a multimedial presentation

The final exam is worth 18 credits.

2. In order to be eligible to take the final examination, the student must:

(a) be in compliance with the payment of university fees for all the years of attendance at the University of Pavia;

(b) have acquired the university credits required by the regulations of the degree programme in question;

(c) have submitted a special application in the manner and terms set forth by the relevant offices of the university. For this purpose, refer to the information published on the institutional website of the Degree Programme, "degree" section, at <http://cim.unipv.eu/corsi/calendario-sedute-di-laurea/>. The application must be accompanied by certification of payment of the appropriate fee.

3. The student is required to present a thorough treatment of the thesis at least 200,000 characters in length and written under the guidance of a faculty member of one of the courses included in the student's study plan, or a member of the Teaching Council in question (supervisor). The thesis can also be written in English. Whether it is written in English or Italian, the student must provide a summary attachment up to 2,000 characters in length. The subject-matter of the thesis can be chosen from a disciplinary field in which the student has taken at least one exam and must be agreed upon after meeting with the supervisor at least five months before the scheduled graduation date. If written in English, the thesis must satisfy the following conditions: (a) it must be authorized by the supervisor; (b) an abstract in Italian summarising its content must be filed with the relevant offices; (c) the title and abstract must be written in both English and Italian. The graduation request must list the co-supervisor, who is recommended by the supervisor, who may also take into consideration a proposal by the student. In the event no co-supervisor is indicated, one will be appointed by the President of the Teaching Council. The supervisor is free to indicate a second co-supervisor, who may be someone outside the university teaching staff who has played an important role in the activities that have led to the preparation of the thesis.

4. Students must deliver a printed copy of the thesis:

- to the supervisor, the co-supervisor and any eventual second co-supervisor, at least 20 days before the date scheduled for the thesis discussion;

- to the University's Student Administration Office, in compliance with the deadlines specified on the official degree programme website at <http://cim.unipv.it/web/didattica/lauree>. The copy for the Administration Office must be double-side printed. Students, in order to publish the thesis on the University's OPAC or, in any case, to make the work available to third parties, must give their consent by completing the dedicated form provided by the Student Administration Office. This must be presented when submitting the application.

5. Students are obliged to strictly observe the regulations that discipline intellectual property without prejudice to the further legal sanctions; plagiarism is prosecuted by the academic community. For further information, please refer to the Student Regulations and the University's Code of Ethics.

6. The final examination is held in Italian or in English before a designated commission. The final examination will be held publicly.

7. The Director of the University's Department of Political and Social Sciences will appoint, on the proposal of the President of the Teaching Council and in accordance with the provisions of art. 23 paragraph 5 of the University Teaching Regulations, the commissions that will award qualifications. Commissions are made up of seven members, at least four of whom are chosen from permanent professors or researchers, responsible for teaching subjects or modules at the departments that are part of the degree course, or who are experts in the subject referred to in the courses themselves. Co-supervisors unable to attend tests are obliged to send a brief written opinion to the Commission president. The Commission president is usually the Level I or Level II professor with the longest tenure. The most senior researcher may also perform the functions of the President. The President ensures that the test is carried out correctly and that the final assessments adhere to the general criteria established by the bodies responsible for the degree course. A member of the commission will be appointed by the President as the secretary in charge of taking minutes.

8. The graduation session calendar for the entire academic year, as well as the deadlines for submitting documents and papers to the Student Administration Office, are determined annually by the Teaching Council, and subsequently published on the official degree course website at least 6 months in advance of the earliest possible degree session, at the following address: <http://cim.unipv.eu/comunicazione-digitale-la-nuova-laurea-magistrale-in-comunicazione-di-unipv/>.

9. The final examination is marked out of 110. The final mark is expressed collegially. The pass mark is set at 66/110. Should students obtain the maximum score of 110/110; honours may be attributed subject to the actual relevance of the results achieved by the candidate, if the commission is in unanimous agreement. Further: the candidate's start mark is calculated by the weighted average of the marks awarded in the examinations taken, multiplied by 11 and divided by 3. In addition to the average examination marks, the following conditions are also

foreseen: - the assignment of 2 points if the candidate has respected the course calendar and has taken all the scheduled exams in the set two-year period; - the assignment of 0.3 points for each honours mark obtained during the course. The average examination mark is neither rounded up nor down: any modifications will take place when the final examination mark is awarded. The final examination is marked as follows: 1 or 2 points are awarded for a final examination assessed as sufficient; 3 or 4 points for a good final exam; 5 points for an excellent final exam. A score higher than 5 points is possible, and up to a maximum of 7, for final exams considered exceptional. This result, however, is subject to the prior presentation of a written and motivated request from the supervisor accompanied by the co-supervisor's written assent. This proposal must reach the Head of the Degree Programme and the President of the Graduation Commission at least 10 days before the thesis discussion date. On the unanimous recommendation of the commission, 1 point may be awarded if the candidate communicates well during the presentation, preferably in English and incorporating high-quality multimedia support.

PART THREE – PROVISIONS REGARDING STUDENTS' COURSE OF STUDY

Art. 15 – Criteria for recognition of duly-certified, extra-university knowledge and skills

Work and sports activities may be recognised as university training credits (CFUs). For the accreditation of these activities, reference is made to article 12, paragraphs 6 and 7 of these regulations.

Art. 16 – Criteria for recognition of credits earned

1. The course Teaching Council is the organisation responsible for considering whether to recognise CFUs for students:
 - a) transferring from another university;
 - b) transferring from another course;
 - c) undergoing training at another Italian or overseas university.
2. If transferring from another university or course of the same degree class, the number of credits from the same scientific-disciplinary sector awarded to students will not be less than 50% of the number previously awarded.
3. The evaluation criteria adopted for the recognition of CFUs is that of equality/affinity between scientific-disciplinary sectors of the course that the examinations are based on. In cases in which scientific-disciplinary equality and affinity exists but where there is no CFU correspondence, recognition of credits may be partial. In such cases, students, to make up the credit gap, should agree with the course leader an integration examination. The final mark will be made up of the average of the previous marks and the mark awarded after the integration examination.

Students may have credits recognised even if they are not from the same scientific-disciplinary sector or do not have an affinity with those in the degree course study plan, up to a maximum of 12 CFUs.
4. Regarding transfers from another university, a preliminary career evaluation is required. Students concerned should present a career pre-evaluation form, adhering to the terms and methods established on the degree and on the university website.

5. The period of validity of the acquired credits corresponds to the number of years provided for in the Student Regulations for the forfeiture of student status. After this deadline, the Teaching Council has established forms of verification of the CFUs acquired, in order to ensure that the cognitive contents are not obsolete.

6. If students withdraw or forfeit their place, the procedure outlined in point 4, regarding transfers, is applied.

Art. 17 – Criteria for recognition of educational activities undertaken at foreign universities

1. The study programme promotes specific strategies designed to increase the internationalization of training programmes, including through the structured incorporation of study periods abroad into degree and second cycle degree courses. These periods are based on exchanges with universities with which there exists a credit system that can easily be traced back to the ECTS system. Study periods abroad normally last 3-10 months; these may be extended, where necessary, up to a maximum of 12 months. The study plan to be followed at the host university, which is valid and recognised as part of the students' university career, as well as the number of credits that can be acquired during the exchange, must correspond to the period of time spent abroad.

2. Before leaving for the study period abroad, students are required to submit a learning agreement detailing the list of courses to be taken, the courses' respective CFUs and how they correspond with the courses from their own degree course study plan. The learning agreement must be agreed and signed by the student, the Erasmus programme manager and the Head of the exchange programme from the host university.

3. Once the period of study abroad has been completed, students should present a transcript of records issued by the host university in order for the examinations taken to be recognised. This can be done by submitting a specific form to the degree course Administration Office. The Teaching Council evaluates the forms received, recognising examination marks by adhering to a conversion table adopted by the university. Students may request the recognition of the Erasmus experience as an internship module or in order to integrate an internship.

4. Only in exceptional and fully documented cases will activities and courses not accredited in advance be recognised, and only if they are carried out during the degree course and are consistent with the educational programme.

Art. 18 – Admission to subsequent years

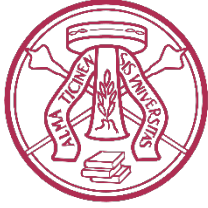
There are no educational barriers preventing enrolment to the second year.

Art. 19 – Certifications

1. The study programme does not recognise Information Technology skills (ECDL) certifications. The possession of international language certifications may be taken into consideration by the teachers of the individual language courses in order to reduce the number of examinations in the programme, as indicated on the official degree website: <http://cim.unipv.eu/comunicazione-digitale-la-nuova-laurea-magistrale-in-comunicazione-di-unipv/>

2. These certifications may also be presented as proof of language level, under the provisions of article 6, paragraph 3, of these regulations.

Appendix 1



UNIVERSITÀ
DI PAVIA

Departments of Political and Social Sciences, Humanities, Economics
and Business Studies, Law, Industrial and Information Engineering

SECOND CYCLE DEGREE
in
DIGITAL COMMUNICATIONS
(DEGREE CLASS LM-59)
FOR 1ST YEAR ENROLMENTS
2020/2021 Academic Year

1ST YEAR 2020/2021 60 CFU

| CODE | COURSE | CFU | SSD | AREA | TAFF | SEMESTER |
|---------------------------------|---|-----|---------------|--|------|----------|
| 502831 | English language in the media | 6 | L-LIN/12 | Other linguistic knowledge | F | II |
| 505035 | Public relations | 6 | IUS/20 | Supplementary or similar activities | C | I |
| 508811 | Digital public opinion | 6 | SPS/04 | Public and corporate communication disciplines | B | I |
| 508812 | Language for digital public communication | 6 | L-FIL-LE/T/12 | Supplementary or similar activities | C | II |
| 508813 | Advanced digital marketing | 6 | SECS-P/08 | Public and corporate communication disciplines | B | II |
| A choice of course from: | | | | | | |
| 508814 | Corporate narration | 6 | SPS/08 | Social, IT and language disciplines | B | II |
| 508815 | Digital journalism | 6 | SPS/08 | Social, IT and language disciplines | B | II |
| A choice of course from: | | | | | | |

| | | | | | | |
|--|--|---------|------------------------|-------------------------------------|---|---|
| 508821 - Digital technology and persuasive design | | 12 CFU: | | | | I |
| 508822 | Digital technologies for communications | 6 | IN G- INF /05 | Social, IT and language disciplines | B | I |
| 508823 | Persuasive design | 6 | IN G- INF /05 | Social, IT and language disciplines | B | I |
| 508824 - Digital technologies, web marketing and social networks | | 12 CFU: | | | | I |
| 508821 | Digital technologies for communications | 6 | IN G- INF /05 | Social, IT and language disciplines | B | I |
| 508829 | Technologies for web marketing and social network optimisation | 6 | IN G- INF /05 | Social, IT and language disciplines | B | I |

A choice of course from:

| | | | | | |
|--|---|---------|---------------|--|---|
| 508825 – Digital research methods | | 12 CFU: | | | |
| 508826 | Digital methods for social research and marketing | 6 | SPS/0 7 | Public and corporate communication disciplines | B |
| 508827 | Big Data and computational models for marketing | 6 | SECS -S/05 | Public and corporate communication disciplines | B |
| 508828 – Research methods for institutions | | 12 CFU: | | | |
| 508826 | Digital methods for social research and marketing | 6 | SPS/0 7 | Public and corporate communication disciplines | B |
| 508830 | Political and institutional marketing | 6 | SPS/0 4 | Public and corporate communication disciplines | B |

2ND YEAR 2021/2022 60 CFU

| CODE | COURSE | CFU | SSD | AREA | TAF | SEMESTER |
|--------------------------|--|-----|---------|--|-----|----------|
| 508816 | Models of digital organisation | 6 | SPS /09 | Public and corporate communication disciplines | B | |
| 508817 | Public diplomacy in the digital era | 6 | SPS /06 | Supplementary or similar activities | C | |
| Two courses from: | | | | | | |
| 508818 | Public rights in information and communications | 6 | IUS/ 10 | Public and corporate communication disciplines | B | |
| 507278 | Communicating and informing in P.A. | 6 | IUS/ 09 | Public and corporate communication disciplines | B | |
| 508819 | Personal data protection | 6 | IUS/ 01 | Public and corporate communication disciplines | B | |
| 508820 | Intellectual property and digital communications | 6 | IUS/ 04 | Public and corporate communication disciplines | B | |
| Free-choice exams | | 12 | | | | |
| | Internship | 6 | | | | |
| | Final examination | 18 | | | | |

CFU TOTAL: 120