



UNIVERSITÀ DI PAVIA
Dipartimento di
Scienze Politiche e Sociali

COURSE REGULATIONS

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

entering class 2024-2025

SECOND CYCLE DEGREE
IN
DIGITAL COMMUNICATION

Class LM – 59

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Article 1 – Programme name, category, teaching institution and duration

1. The Master's degree course in Digital Communication (hereafter CoD), created at the Pavia seat of the University of Pavia, belongs to the Master's degree class PUBLIC, BUSINESS AND ADVERTISING COMMUNICATION SCIENCES (LM-59), as per the Ministerial Decree of 16 March 2007. The duration of the CoD Master's degree course is two years.
2. The CoD Master's degree course comes under the control of the Department of Political and Social Sciences of the University of Pavia. The following Departments of the University of Pavia are participating in the same course: Law, Industrial and Information Engineering, Economic and Business Sciences, Humanities.

Article 2 – Regulatory reference texts

1. The planning and performance of educational activities within the degree course are governed by: this text, the Charter of the University of Pavia, the University's general regulations, the University's academic regulations, Rules on the composition and operation of academic boards of the University of Pavia, Student Career Regulations and the Regulations of the Department of Political and Social Sciences, having full respect for freedom of teaching and for the rights and duties of teaching staff and students. The aforementioned texts are available from the Unipv website: <https://portale.unipv.it/it/ateneo/organizzazione/statuto-e-regulations>
2. Existing law provisions are applicable for all matters not expressly stated herein.

Article 3 – Body responsible for academic and organisational coordination

1. The Academic board and Chair of the Academic board are the organs of the Course, as already governed by other sources within the University of Pavia. The Academic board also designates, from faculty members assigned lecturing duties, a teaching module or other teaching activity forming part of the course, a lecturer responsible for procedures for self-assessment, periodic assessment and accreditation (AVA) and for quality assurance (QA), without prejudice to the joint taking of decisions.
2. The Academic board shall also designate a Quality Assurance (QA) Group to assist the head lecturer with his/her activities. This Group consists of tenured lecturers assigned a lecturing role, teaching module or other educational activity of the Course, so as to be an expression of the interdepartmental nature of the Course.

Article 4 – Administrative services

1. The Academic Secretariat of the Department of Political and Social Sciences shall provide appropriate administrative support for the Course's teaching activities. Students may submit doubts and questions related to these activities to this Secretariat.
2. For issues and practical matters concerning the student's academic career (enrolment, transfers, fees, student mobility, etc.) competence lies with the Enrolment procedures and student information Central Organisational Unit (hereafter U.O.C.), Student career and educational offer U.O.C. and Administration, student contribution and student mobility U.O.C.
3. A Career Service Centre (hereafter C.OR.) is also established to assist students with their choice of university studies during their academic career and to facilitate their entry into the workplace. The services offered by C.OR. can be consulted here: <https://orienta.unipv.it/scegli-unipv>

Article 5 – Annual Programme Plan

1. An Annual Programme Plan (Scheda Unica Annuale, SUA) for the Degree Course's Programme is drawn up within the deadlines indicated annually by the Ministry. The SUA contains all the information relating to the education programme envisaged for the enrolment cohort of the specific academic year. It can be consulted at <https://sonl.unipv.it/ava/index.php/2024SUA32402.pdf>

Article 6 - Requirements for admission

1. The following requirements must be met to gain admission to the CoD study course: Bachelor's degree (as per Ministerial Decree 270 of 22 October 2004 or previous system regulated by the Ministerial Decree of 3 November 1999), or another academic qualification obtained abroad, whose suitability is recognized in the national territory, or a three-year university degree.

2. The Course is also open to students who are about to obtain an academic title enabling enrolment thereto. In such cases enrolment will be carried out under the condition that the qualification is actually obtained by no later than 31 March of the same academic year, and that at the deadline for submitting the application for admission the student has acquired at least 150 CFUs (credits, to be compared according to ECTS).

3. In order to meet Course goals, students need to meet specific curricular requirements and be adequately prepared. These requirements include obtaining a degree in the following degree classes:

CLASS L20 Bachelor of Communication Sciences

CLASS L16 Bachelor of Administration and Organization Sciences,

CLASS L18 Bachelor of Economics and Business Management Sciences,

CLASS L33 Bachelor of Economic Sciences

CLASS L36 Bachelor of Political Sciences and International Relations.

For those who do not come from the above degree classes, given the specific interdisciplinary nature of the CDLM, the minimum curricular requirements to allow admission are as follows:

- a. 6 CFUs in the sector SSD ING-INF/05 or equivalent, ensuring adequate basic technical preparation;
- b. 6 CFUs in at least one of these SSDs: SPS/04, SPS/07, SPS/08 or SPS/09 in equivalent SSDs such as to ensure adequate socio-political and/or organizational preparation;
- c. 6 CFUs in at least one of these SSDs: IUS/01, IUS/04, IUS/08, IUS/09 or IUS/10 such as to ensure adequate legal preparation.

4. Knowledge of English is also required, in both written and oral form. The minimum requirement for enrolment in this regard is B2 level, which can be documented with one of the appropriate internationally recognized certifications.

5. The possession of sufficient entry levels is verified by an ad hoc panel appointed on a yearly basis by the Chair of the Academic board. To this end, candidates will provide this board with appropriate documentation and certification relating to their previous studies. When necessary, the Board will also conduct an evaluation interview with candidates, either in person or online. Procedures and terms for arranging the interview are given on the Course website and on the Unipv website. Candidates with qualifications obtained abroad must attend the interview.

6. Candidates who have achieved a pass grade at the admission interview, expressed on a scale of thirty, will be admitted. The points are divided as follows:

- Max 10 points for methodological skills related to communication-related research methods;
- Max 10 points for theoretical disciplinary knowledge of communication models in line with degree course teaching;
- Max 5 points for IT skills;
- Max 5 points for language skills.

7. Non-EU international students must have a knowledge of Italian to at least B2 level. More information at: <https://portale.unipv.it/it/didattica/corsi-di-laurea/ammissioni/iscriversi-ad-un-corso-di-studio-con-titolo-conseguito-allestero>

Article 7 – Academic organisation

1. Students participating in the educational activities composing the Master's Programme acquire university credits (CFUs), in accordance with the regulations in force.
2. The average total learning commitment for a student engaged one year of full-time university studies is conventionally set at 60 CFU.
3. For students enrolled part-time, the average amount of total annual learning commitment is fixed at 40 CFUs, for the remodelled three-year course, and 30 CFUs for the four-year course. If switching to part-time when enrolling for the second year, the annual commitment is reduced respectively in the following years to 30 CFUs for the remodelled four-year course.
4. In greater detail, 1 CFU corresponds to about 7 hours of lectures, or equivalent teaching activities, and 18 hours of individual study. Therefore:
 - 3 CFUs corresponds to 20 hours of lectures and 55 hours of individual study;
 - 6 CFUs corresponds to 40 hours of lectures and 110 hours of individual study;
 - 9 CFUs corresponds to 60 hours of lectures and 165 hours of individual study;
 - 12 CFUs corresponds to 80 hours of lectures and 216 hours of individual study;

The student receives the CFUs corresponding to each educational activity after passing an examination or completing another form of assessment of the preparation or skills acquired.

For some course subjects, such as those concerning transversal skills and sustainable development goals (SDG) as defined by the UN Agenda 2030, the passing of the exam results in recognition of CFUs and the issue of an "open badge", or a digital certificate attesting to the knowledge, skills and competences acquired through the learning path. The open badge is issued automatically when the exam result is recorded and is sent to the student's university e-mail address.

5. The calendar for teaching activities is approved annually by the Board of Directors of the University of Pavia, at the recommendation of the Academic Senate. The ordinary period of the year for lectures, exercises, seminars, laboratory activities and supplementary activities is normally established, for each academic year, between 1 October and 30 June. Classroom teaching activity is divided into semesters (from October/December to March/May). Each semester usually entails a calendar of ten weeks of classes. Lecture timetables are published on the Course website within the Ministerial deadlines for the compilation of the SUA form, and in any case by 30 June for the first semester and 30 September for the second semester of the following year, at [https://cod.cdl.unipv.it/it/studiare/orario-delle-](https://cod.cdl.unipv.it/it/studiare/orario-delle)

lezioni

6. Exam sessions are organized on the basis of an internal calendar for the Course available from the Student Portal of the Unipv website within Ministerial deadlines for compilation of the SUA form, and in any case at least two months before the start of each session. Once this deadline has expired, exam sessions can no longer be anticipated or cancelled.

During the academic year, there are three ordinary exam sessions and one extraordinary session reserved for students falling behind in exam sittings, that is to say students who have attended the course in previous academic years: two at the end of the lecture period, one "recovery" session, and one extraordinary session.

In total, at least seven exam sessions will be guaranteed for each course subject during the academic year. These will be organized as follows:

- January-February: three exam sessions for subjects whose lectures were given in the first semester, two for others;
- June-July: three exam sessions for subjects whose lectures were given in the second semester, two for others;
- September: one exam session for each course subject;
- One extraordinary exam session is also reserved for students falling behind in exam passes in the period between March and April.

The gap between one exam session and the next may not normally be less than two weeks.

Graduating students in the December and April sessions falling behind by only one course exam may request an individual exam date to complete their university career in time to complete the procedures set out by the Student career management U.O.C. in compliance with the relative terms.

Information on how to request and undertake the individual exam session can be found on the Department's website.

7. Each academic year there are five sessions to take the final exam of the study course. Graduation session dates and times are published, within the Ministerial deadlines for compiling the SUA form and in any case at the beginning of the year, on the Course website, in the "Graduation" section, at: [/https://cod.cdl.unipv.it/it/laurearsi/calendario-sedute-di-laurea](https://cod.cdl.unipv.it/it/laurearsi/calendario-sedute-di-laurea). For further details on final exams, please refer to art. 14 herein.

8. As from A.Y. 2024-2025 students may enrol in the Master's Degree Plus (LM+) programme, as part of a collaborative project governed by a specific agreement with a network of partner institutions and businesses. Starting in the second year, students in the LM+ programme undertake two semesters of training at affiliated organisations/companies as an integral part of their education, with the aim of acquiring specific professional skills coherent with the Programme. The organisations/companies included in the network agreement and the relative education programmes will be communicated over the course of the year, and meetings will be organised for communication with the interested students. Students wishing to enrol in LM+ mode, based on the large number of educational projects made available through an annual selection notice, will be selected by a Panel that includes the President of the Political Sciences Academic Board; the number of students will be set in consideration of the opportunities offered by businesses. The selection will be based on the candidate's curricular achievements, supplemented by the results of an individual interview with the business's representative. As part of the LM+ Master's Degree, the student will be able to extend the normal duration of the course to up to 3 academic years, including 2 semesters training in the selected company (which may also include experiences abroad). To make use of this possibility, the student must opt from the second year to enrol in part-time mode, as per the relevant University Regulations. In carrying out their activities at the host organisation/company, students will be followed by an organisation/company tutor and a university tutor, who will interact constantly in monitoring the ongoing achievement of the objectives defined in the education project. Assessments will be conducted twice during the

educational path: one at mid-point and one final. The student enrolled in LM+ mode will obtain recognition of university credits accrued during the experience at the host institution/company as part of free-choice educational, internship and final examination activities, or up to 36 CFUs, plus extra credits, as specified in the articles below.

Article 8 – Study plans

1. Within the deadlines established annually by the University in the Academic Calendar, students are required to submit their study plans in accordance with the procedures indicated by the competent offices.
2. The term "study plan" refers to the set of university and, where applicable, extra-university activities, both of these in the form of credits, that the student is required to acquire in order to obtain the qualification.
3. The study plan includes compulsory activities, any elective educational activities and any educational activities chosen independently 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 presentation by the student, is considered automatically approved. The standard study plans for the reference cohort are contained in Attachment 1, which is an integral part of these regulations.
6. A student who intends to follow a course of study different from that indicated in Attachment 1 may present an individual study plan if the educational activities foreseen correspond to the requirements of the academic regulations for the degree programme and provide for the acquisition of a number of credits not less than that required to obtain the degree.
7. For the individual study plan, approval is required from the Course's Academic board, taking into account the student's background and vocational preparation needs; the board will be able to suggest appropriate changes in order to bring the educational path more into line with the course's educational objectives.
8. Students enrolled on a part-time basis are not allowed to include extra exams in the study plan.

Article 9 – Joint degree programmes

1. No joint degree programmes are envisaged.

Article 10 – Prerequisites and attendance obligations

1. There are no attendance obligations for compulsory activities indicated in the Study Plan. For the student's free choice activities (Art. 11 herein) attendance obligations and requirements may be indicated in the course subject's exam programme.

There are no preparatory courses for Course subjects.

Article 11 – Student electives

1. Students may include in the study plan elective ("free choice") activities up to a total value of 12 CFUs.
2. The course subjects and other educational activities needed to obtain CFUs credits can be chosen from the subjects included in the course, as well as, in general, from the educational offer of the University or the University Colleges of Pavia, except for the subjects offered by restricted-access degree courses as per national programmes in the medical, healthcare and psychological areas. The Commission of the Department of Political and Social Sciences for the evaluation of student applications reserves the right to evaluate the coherence of these subjects in respect of

the Course's educational goals, also taking into account the adequacy of motivations that may be given by the student.

3. Students may also acquire 6 of the 12 CFUs credits through the inclusion in the Study Plan of an additional internship module chosen freely by the student.

4. According to the provisions of the student career Regulations of the University of Pavia, students enrolled in Master's degree courses are allowed to include, among free choice subjects (TAF D) and/or subjects outside the study plan, subjects belonging to the educational offer of three-year and master's degree courses. As extra-curricular or free choice activities, students will not be able to choose subjects already studied and tested during previous university studies, unless they have been expressly validated. The competent offices will verify the correct application of this rule during the stage of checking the student's academic career, prior to admission to the final degree examination. In the event of violation of the above rule, the student will not be admitted to the degree examination and will be obliged to modify the study plan. Extra-curricular exams are not counted for the student's average grade.

5. Up to 24 extra credits per year can be included, in compliance with any established preliminary procedures, with the exception of course subjects in the medicine and healthcare area, which have a predetermined number at a national level, and in the psychology area.

6. Students enrolled in the LM+ programme may be granted up to 12 CFUs in the framework of free-choice credits. The academic board may also permit the recognition of work experience in the company as extra credits, up to a maximum of 12 CFUs.

Article 12 – Internships and traineeships

1. The study internship is an integral part of the educational path and contributes to the achievement of the Degree course's educational goals. This internship is mandatory, and is for a duration of 150 hours, leading to the acquisition of 6 CFUs. The student may ask to undertake a supplementary internship, lasting a further 150 hours, which can be worth an additional 6 CFUs as a free choice activity (TAF D). Deadlines and procedures for requesting, activating and accrediting the supplementary internship are agreed with the Student career and academic offer U.O.C. and illustrated in detail on the Course website: <https://cod.cdl.unipv.it/it/studiare/tirocini-laboratori-e-cliniche>. The study internship and any supplementary internship, for a total of 300 hours and 12 CFUs, must be carried out without interruptions at the same host structure.

2. For the student who self-certifies the performance of a working activity, an internal tutor, who is a tenured member of the Department, will need to approve a report (*relazione sostitutiva*) that looks in depth, using curricular tools and methodologies, at the work experience completed or in progress. The accreditation of working activity is possible only in place of the mandatory study internship, for a total of 6 CFUs.

3. Requests for internships and related authorizations shall be submitted to the Lecturer delegated by the Chair of the Course's Academic board.

4. Upon the student's request, internships offering guidance to entry in the workplace, carried out on a voluntary basis, may be recognized in place of the mandatory study internship, only providing they are in line with the educational goals of the Course and for a maximum of 6 CFUs. 5.

5. Within the framework of the Erasmus+ Traineeship programme, traineeship activities carried out at European institutions or companies may be recognized. At the request of the student, the activities may receive a total of 6 CFUs, in place of the curricular internship included in the study plan. If the student has already acquired curricular internship credits, Erasmus Traineeship activity will be recognized among free choice educational activities (TAF D).

For activities exceeding 300h, the student may request the recognition of 12 CFUs in place of the compulsory curricular study internship and the supplementary study internship.

Procedures to apply for such recognition are illustrated on the Course website:

<https://cod.cdl.unipv.it/it/studiare/tirocini-laboratori-e-cliniche/durante-lo-stage>.

6. As part of the Erasmus+ international mobility programme or similar programmes activated by the University of Pavia, the student may request recognition of periods spent at foreign universities and higher education institutions, providing they last no less than three months, in place of the curricular internship included in the study plan, for a total of 6 CFUs. If the student has already acquired curricular internship credits, the international mobility period will be recognized among free choice educational activities (TAF D). Procedures to apply for such recognition are illustrated on the Course websites:

<http://cim.unipv.eu/stage-come-fare/>

<https://cod.cdl.unipv.it/it/studiare/tirocini-laboratori-e-cliniche>

As part of the LM+ programme, the student can obtain up to 6 CFUs in place of mandatory internship requirements.

Article 13 – Final examinations and assessments

1. The Master's degree course includes a maximum of 12 course examinations or final assessments. When calculating the number of exams, specialized, similar or supplementary educational activities and activities freely chosen by the student should be considered. The final examinations or assessments concerning the elective activities are considered in the count as corresponding to one unit (even if the credits assigned involve more than one final examination or assessment). All remaining educational activities included in the study plan (art. 10(5)(c) (d) (e) of Ministerial Decree no. 270/2004) do not count for the maximum number of course exams or final assessments; the related tests and exams in place for these activities should not in any case exceed 5 in number, including the final exam for obtaining the academic qualification.

2. Students are given an exam grade expressed in thirtieths, as reported in an ad hoc exam record-book. Study credits are deemed to be acquired if the assessment is equal to or greater than 18/30, except in the cases set out in section 8 below. If an assessment of 30/30 is given, the Panel may add "cum laude" based on a unanimous decision. As per the Student Career Regulations (art. 30(1)), all appraisals must be recorded, even negative ones. Negative appraisals are not recorded in the student's record book and are not reported in student career records.

3. Exams are in written or oral form, or in both modes. Students are allowed to withdraw from normal activities for the entire duration of written exams. With regard to oral tests, further to the provisions of art. 37(5) of the Academic Regulations of the University of Pavia, the student is allowed to withdraw from normal activities until the moment immediately preceding the recording of the exam grade.

These provisions are supplemented by rules on the electronic recording of assessments, governed by the Student Career Regulations, to be referred to in full here.

4. Integrated examinations may be arranged for several coordinated course subjects, which must be given in the same semester. In the case of integrated examinations:

- all coordinated course subjects must be indicated in the student's study plan;
- all coordinated course subject exams must be given in the same semester;
- faculty members participate jointly in the overall assessment of the student's progress, which cannot be divided into separate assessments of individual course subjects; - the responsibility for recording exams lies with a single faculty member appointed in advance by the Chair of the Course's Academic board.

5. In order to sit an exam, the student shall:

- a) be in good standing with the payment of tuition fees;

b) register online according to the procedures illustrated in the Student Career Regulations referred to in paragraph 3.

6. In Course examinations there is no "skipping" of session if an assessment is insufficient (Fail).

7. The examination panel is appointed by the Chair of the Academic board, according to the provisions of the University's Academic Regulations. The panel shall consist of at least two members: the first, acting as Chair, shall be the faculty member in charge of teaching or, in his absence, another faculty member coming from the same scientific-disciplinary sector or a related sector; any other member must be chosen, as a rule, from University lecturers from the same scientific-disciplinary sector or a related sector; if necessary, an expert of the subject in question may be a member.

8. Following the positive assessment of an internship by the internship supervisor, the student obtains a Pass grade, which will be registered in the career record-book. In this regard, the provisions of art. 14 herein are applied.

Article 14 – Final degree examination and award of the qualification

1. The Degree title is awarded after passing a final exam, which consists of an oral discussion of an original thesis, drafted by the student, revealing the student's ability to conduct independent research, follow a certain method and make sound judgements, demonstrating a knowledge of the thesis subject and of other disciplines. The thesis must be accompanied by:

- a) an abstract of the work;
- b) a multimedia presentation.

The final examination is assigned the value of up to 18 CFUs.

2. To be able to sit the final exam, the student shall:

- a) be in good standing with the payment of tuition fees and contributions due for all years in which he/she has studied at the University of Pavia;
- b) have acquired the University credits required for the degree course in question;
- c) have submitted a specific application, according to the procedures and terms established by the competent offices of the University. To this end, please refer to the information published on the Course website, section "graduation": <https://cod.cdl.unipv.it/it/laurearsi/calendario-sedute-di-laurea> .

3. The student is required to submit a thesis providing an exhaustive treatment of the subject, of no fewer than 200,000 characters, drafted under the guidance of a lecturer of one of the course subjects included in the student's study plan, or in any case a member of the relative Academic board (supervisor). The thesis may also be drafted in English. The thesis abstract, having a maximum length of 2,000 characters, must be drafted in English, as well as in Italian. The topic of the thesis can be chosen from a scientific disciplinary field in which the student has taken at least one exam. It must be agreed with the supervisor, following an ad hoc interview at least five months prior to the expected graduation date. If the document is drafted in English, it is necessary to comply with the following conditions: a) the authorization of the supervisor be stated; b) an abstract in Italian summarizing the content be filed with the competent offices; c) the title and the abstract be written in two languages, English and Italian. In the graduation application a thesis co-supervisor shall be indicated. The latter shall be designated by the Head of the Course, at the possible recommendation of the supervisor. If not indicated, the thesis co-supervisor shall be designated by the Chair of the Academic board. The supervisor remains free, in any case, to indicate a second co-supervisor. This role may be covered by a person outside the University's teaching staff who has played an important role in the activities that led to the drafting of the thesis.

4. The student must provide a paper-based copy of the thesis:

- to the supervisor, co-supervisor and possible second co-supervisor, at least 20 days prior to the date scheduled to discuss the thesis.

In order to have the thesis published in the University OPAC or in any case to make the thesis available to third parties, the student must give his/her consent during the online compilation of the graduation application.

5. Students shall strictly comply with the rules governing intellectual property rights: without prejudice to further legal sanctions, plagiarism is actively prosecuted by the academic community. To this end, please refer to the provisions of the Student Career Regulations and the Code of Ethics.

6. The final exam is held in Italian or English, before the designated Panel. The final exam is open to the public.

7. The Director of the University's Department of Political and Social Sciences shall appoint, at the recommendation of the Chair of the Academic board, and in accordance with the provisions of art. 23(5) of the University's Academic Regulations, the Panels responsible for deciding on and awarding academic qualifications. The Panels consist of seven members, at least four of whom chosen from among tenured faculty members or researchers, heads of course subjects or modules given in the Departments involved in the Course, or who are experts in the course subjects referred to. If unable to attend the exam, the co-supervisor is obliged to send a brief written opinion to the Chair of the Panel. The Chair of the Student Assessment Panel is normally a full professor with the highest seniority. The researcher with the highest seniority may also act as Chair. The Chair shall ensure that the exam is conducted properly and that the final evaluations conform to general criteria established by the bodies in charge of the Degree Course. The Chair shall designate, from Panel members, a secretary responsible for record-keeping.

8. The calendar of graduation sessions for the entire academic year, as well as the deadlines for submitting documents and theses to the Student career and educational offer U.O.C. are determined annually by the Academic board, and subsequently published on the Course website at least 6 months prior to the next graduation session, at: <https://cod.cdl.unipv.it/it/laurearsi/calendario-sedute-di-laurea>

9. A grade is given for the final exam out of a possible one hundred and ten. The final grade expressed is a joint decision. The assessment is considered as being sufficient (Pass) with a minimum grade of 66/110. If a maximum grade of 110/110 is achieved, the possible award of honours ("cum laude") is subject to the relevance of the results achieved by the candidate, according to the unanimous judgement of the Panel. Furthermore: The candidate's entry grade is given by the weighted average of grades for exams given, multiplied by 11, then divided by 3. In addition to the average grade for exams, there is also: - a possible 2 additional points when the student sits the final exam after having completed all exams within the prescribed period, and sat all the exams in the two-year period; - 0.3 additional points for each "honours" grade obtained during the studies. The average grade for exams is not rounded off: the final exam grade will however be rounded. 1 or 2 points are awarded following a final exam deemed to be fair; 3 or 4 points for a good final exam; 5 points for an excellent final exam. A score greater than 5 points is possible, up to a maximum of 7, if the final exam is deemed to be exceptional. This eventuality is subject to the prior submission of a written and reasoned request by the supervisor with a similar written judgement from the co-supervisor. This proposal shall be submitted to the Head of the Course and the Chair of the Graduation board at least ten days prior to the day on which the graduation thesis is discussed. 1 point may be awarded, at the unanimous decision of the panel, if the candidate makes an effective presentation in terms of communication, preferably in English and using high-quality multimedia support.

10. Students enrolled in the LM+ programme may request approval for a thesis topic linked to the specific training experience carried out at the host organisation / company.

11. As part of the LM+ programme, the student can obtain up to 18 CFUs for thesis preparation activity.

Article 15 – Criteria for the recognition of duly certified extra-university knowledge and skills

1. Work and sport activities may be recognized as university study credits. For the accreditation of these activities, reference is made to art. 12(6)(7) of these regulations.
2. The following may also be recognised as study credits: a) knowledge and professional skills certified in accordance with reference legislation; b) other knowledge and skills acquired in post-secondary educational activities to which a University has contributed in terms of planning and implementation.
3. Pursuant to art. 14 of Law 240 of 30 December 2010, a total of 12 credits are available for these skills.
4. Recognition of these credits, as decided by the Academic board at the recommendation of the Head of the Course, is based exclusively on the student's individual knowledge and skills, and thus excludes any form of group recognition.
5. Recognition procedures and criteria are approved by the Department Board and published on a specific page of the website.
6. The Academic board can validate, for up to 6 CFUs, the performance of sporting activities certified by the competent authorities (CUS Pavia), in the following terms:
 - Sport played at Olympic, world and European level: up to 6 CFUs;
 - Sport played at national level and intermediate categories: up to 3 CFUs;
 - Obtaining medals at University Championships and performing competitive activities for CUS Pavia, also in regional and national competitions: up to 6 CFUs.

Elite-level student-athletes are also able to reach agreement with lecturers on ad hoc exam sessions if sporting commitments are in conflict (competitions, training and related travel).

The university tutor of student-athletes is the Head of the Course.

Article 16 – Criteria for recognition of previous credits

1. The Commission for the evaluation of minimum curricular requirements (Art. 6(4)) shall decide on the recognition of previous university studies (a second degree, possibly obtained abroad, academic career ended due to forfeiture or renunciation, transfer from another university, course transfer) of students who request, when enrolling, the transfer of credits. This may be granted subject to assessment and confirmation of recognition of the training credits for the Master's Programme.
2. The Commission for the evaluation of minimum curricular requirements decides on the possible admission to the second year of the course of students who have obtained at least 30 credits by passing courses in subject areas included in the first year of the Master's degree course.
3. In cases where the request for validation is submitted by the student after the evaluation phase of curricular requirements, the Board of the Department of Political and Social Sciences for the evaluation of student applications shall decide, at the recommendation of the lecturer delegated by the Director, on the recognition of credits in cases of transfer from another University, another study course, or parts of educational activities performed in another Italian or foreign University, or the previous academic career of students who have already obtained the qualification at the University or at another Italian university.
4. In the case of transfer or passage of the student from study courses belonging to the same class, the portion of study credits relating to the same disciplinary scientific sector directly recognised to the student may not be less

than 50% of those already accrued.

5. The evaluation criterion adopted for recognition of CFU is that of equivalence/similarity of the scientific disciplinary sectors of the courses to which the exams relate. If there is disciplinary equivalence/similarity, but no specific CFU match, recognition may be partial. In such cases the student, to fill any educational gaps, shall reach agreement with the head lecturer on sitting an additional exam. The final grade will be determined by the average between the previous grade and the one given for the additional exam.

The student may obtain recognition for exams that do not belong to Scientific Disciplinary Sectors similar to those present in the Study Plan of the Degree Course for up to 12 CFUs.

6. A preliminary academic career assessment is required for transfer requests from other Universities. The student involved in the possible transfer shall submit an application for pre-evaluation of his/her academic career according to the terms and procedures indicated on the Course website and on the Unipv website.

7. The period of validity for acquired credits is equal to the number of years established in the Student Career Regulations for forfeiture of student status. After this period expires, the Academic Council may provide for verification of the CFUs acquired in terms of the continuing validity of the cognitive contents.

8. In the event of the student's renunciation or forfeiture, the procedure indicated in point 4 for transfers shall apply.

Article 17 – Criteria for recognition of educational activities during study at foreign universities

1. The Study Course fosters specific initiatives to raise the level of internationalization of educational paths, also through the structured inclusion of study periods abroad in degree courses and master's degree courses. These stays are organized in terms of conventional exchange relationships with Universities having a system of study credits similar to the ECTS system. Periods of study abroad usually last between 3 and 10 months; they can be extended, where necessary, up to a maximum of 12 months. The study plan to be followed at the host University, valid for the purposes of the academic career, and the number of credits that can be acquired during the stay abroad shall be consistent with the duration of the period itself.

2. Before departure, the student is required to submit a learning agreement, containing the list of courses to be followed abroad, the respective study credits and equivalent values for the courses present in the Study Plan of the course being attended. The learning agreement shall be agreed upon and undersigned by the student, the Erasmus head of the Study Course and the head of the host University.

3. Upon his/her return and presentation of a transcript of records issued by the host University, the student shall request recognition for the exams passed abroad. The Department Board for the evaluation of student applications shall decide on said recognition, in accordance with the Conversion Table adopted by the University. The student can apply for recognition of the Erasmus experience as an internship module or for the purpose of supplementing the internship.

4. Only in extraordinary and fully documented cases will activities not previously accredited be recognised, providing they are performed during the degree course and are consistent with educational goals.

5. Further provisions on student mobility and international exchanges are given in the Student Career Regulations, the University's Academic Regulations and International Mobility Regulations.

Article 18 – Admission to subsequent years

There are no barriers to enrolment in the year following the first for study reasons.

Article 19 - Certifications

1. Certification of computer skills (ECDL) is not recognised in the Study Course. The possession of international certification attesting to possession of linguistic knowledge may be taken into account by the lecturers of individual language subjects in order to have reductions in exam programmes, as duly indicated in the pages dedicated to individual course subjects on the Course website, at <https://cod.cdl.unipv.it/it/studiare/piano-degli-studi>
2. These certifications may also be presented to attest to the meeting of language requirements according to the provisions of art. 6(3) of the present rules.

UNIVERSITA' DI PAVIA

Dipartimento di Scienze Politiche e Sociali

Corso di Laurea Magistrale in:
COMUNICAZIONE DIGITALE (CLASSE LM-59)

PIANO DI STUDI PER STUDENTI IMMATRICOLATI AL 1° ANNO - DM 270/'04

ANNO ACCADEMICO 2024/2025

Da compilare online ad iscrizione effettuata dal.....al.....

Il sottoscritto.....
Matricola n.....
Cognome.....
Nome.....
Nato aProv. il
Residente a.....

Gli studenti che intendono effettuare scelte diverse che si discostano dal modello di piano di studi che segue presenteranno un piano di studi individuale (per il quale è prevista una marca da bollo da euro 16,00 che verrà generata dagli uffici). Maggiori informazioni sono disponibili sulla pagina dedicata [ps://portale.unipv.it/it/didattica/corsi-di-laurea/studiare/piani-di-studio](https://portale.unipv.it/it/didattica/corsi-di-laurea/studiare/piani-di-studio) nella sezione Eccezioni: il piano cartaceo.

APPROVATO NELLA RIUNIONE DEL CONSIGLIO DIDATTICO/CONSIGLIO DI DIPARTIMENTO DEL
.....

SI DICHIARA LA CONFORMITA' DEL PIANO INDIVIDUALE ALL'ORDINAMENTO DIDATTICO DEL CORSO DI STUDIO IN
RELAZIONE ALLA COORTE DI APPARTENENZA DELLO STUDENTE (SCHEDA RAD).

FIRMA DEL REFERENTE DEL CORSO DI LAUREA MAGISTRALE.....

NOTA BENE: Non sarà possibile inserire in piano l'attività didattica 507236 RICONOSCIMENTO CFU PER MERITI SPORTIVI. Verrà inserita in carriera dalla U.O.C. Carriere Studenti, dopo la convalida da parte del Consiglio di Dipartimento, solo per gli studenti che ne avranno fatto richiesta.

1° Anno (54 CFU) - A.A. 2024-25				
Attività Formativa	CFU	Settore	TAF/Ambito	Tipo insegnamento
505035 Relazioni pubbliche	6	IUS/20	Affine integrativa / Attività formative affini o integrative	Obbligatorio
508811 Opinione pubblica digitale	6	SPS/04	Caratterizzante / Discipline della comunicazione pubblica e d'impresa	Obbligatorio
508812 Linguaggi per la comunicazione pubblica digitale	6	L-FIL-LET/12	Affine integrativa / Attività formative affini o integrative	Obbligatorio
508813 Advanced digital Marketing	6	SECS-P/08	Caratterizzante / Discipline della comunicazione pubblica e d'impresa	Obbligatorio
Un insegnamento in una rosa di due:				
• 508814 Narrazione d'impresa	6	SPS/08	Caratterizzante / Discipline sociali, informatiche e dei linguaggi	
• 508815 Giornalismo digitale				
Un insegnamento in una rosa di tre:				
• 508821 Tecnologie digitali e persuasive design (12 CFU) -508822 Tecnologie digitali per la comunicazione (6 CFU) -508823 Persuasive design (6 CFU)	12	ING-INF/05	Caratterizzante / Discipline sociali, informatiche e dei linguaggi	
• 508824 Tecnologie digitali, web marketing e Social network (12 CFU) -508822 Tecnologie digitali per la comunicazione (6 CFU) -508829 Tecnologie per il Web marketing e social network optimization (6 CFU)		ING-INF/05	Caratterizzante / Discipline sociali, informatiche e dei linguaggi	
• 510402 Tecnologie digitali e intelligenza artificiale (12 CFU) -508822 Tecnologie digitali per la comunicazione (6 CFU) -510403 Communication of technology and AI (6 CFU)		ING-INF/05	Caratterizzante / Discipline sociali, informatiche e dei linguaggi	
Un insegnamento in una rosa di tre:				
• 508825 Metodi digitali per la ricerca (12 CFU) -510404 Digital Epistemology (6 CFU) -508827 Big Data e modelli computazionali per il marketing (6 CFU)	12	SPS/07 SECS-S/05	Caratterizzante / Discipline della comunicazione pubblica e d'impresa	
• 508828 Metodi di ricerca per le istituzioni (12 CFU) - 510404 Digital Epistemology (6 CFU) -508830 Marketing politico e istituzionale (6 CFU)		SPS/07 SPS/04	Caratterizzante / Discipline della comunicazione pubblica e d'impresa	
• 510405 Metodi di ricerca digitali ed etnografici (12 CFU) - 510404 Digital Epistemology (6 CFU) - 510406 Digital consumers culture (6 CFU)		SPS/07 SPS/08	Caratterizzante / Discipline della comunicazione pubblica e d'impresa	

2° Anno (66 CFU) - A.A. 2025-26				
Attività Formativa	CFU	Settore	TAF/Ambito	Tipo insegnamento
508816 Modelli di organizzazioni digitali	6	SPS/09	Caratterizzante / Discipline della comunicazione pubblica e d'impresa	Obbligatorio
510102 Lingua inglese c.p.	6	L-LIN/12	Altro / Altre conoscenze linguistiche	Obbligatorio
Un insegnamento in una rosa di due:				
• 508817 Public diplomacy in the digital era	6	SPS/06	Affine / Attività formative affini o integrative	
• 510407 Digital Reputation		SPS/08		
Due insegnamenti in una rosa di quattro:				
• 508818 Diritto pubblico dell'informazione e della comunicazione	6+6	IUS/10	Caratterizzante / Discipline della comunicazione pubblica e d'impresa	
• 510844 Comunicare e informare nella P.A.: comunicare l'emergenza		IUS/09		
• 508819 Protezione dei dati personali		IUS/01		
• 508820 Proprietà intellettuale e comunicazione digitale		IUS/04		
Insegnamento/i a scelta* ----- -----	12		A scelta dello studente	
502815 Stage	6	NN	Altro / Tirocini formativi e di orientamento	
500000 Prova finale	18	PROFIN_S	Lingua/Prova Finale / Per la prova finale	

*Si consiglia di inserire negli esami a libera scelta gli insegnamenti presenti nel piano di studi in alternativa, che non sono stati scelti.

EVENTUALI ESAMI IN SOVRANNUMERO (MAX 24 CFU)

Attività Formativa	CFU	Settore	TAF/Ambito	Tipo insegnamento

Catalogo insegnamenti:

<https://unipv.coursecatalogue.cineca.it/>

Data.....

Firma dello studente.....