

Didactic Regulation for the Degree Course in Communication Sciences

11 may 2018

Introduction and area of competence

1. The present Regulation shall regulate the didactic organization of the Course of Study in Communication Sciences belonging to the Degree Class L-20 and, in particular, shall determine the elements required by art. 12 of DM 270/04.
2. The present didactic Regulation, pursuant to the academic Didactic Regulation, was deliberated by the competent didactic structure by majority of its members and submitted to the approval of the Technical-Supervisory Committee.

Title I – PURPOSES AND DIDACTIC RULES

Art. 1 – Introduction

1. The Degree Course in Communication Sciences (hereinafter referred to as DC) belongs to the Degree Class L-20 provided for in D.M. 270/2004.
2. The administrative authorities of the DC shall be the following:
 - a. The Coordinator shall be a teacher appointed by decision of the Technical-Supervisory Committee and shall hold a coordinating function.
 - b. In addition, the Coordinator shall be assigned duties of promotion and verification of the quality and of the unity of the didactic activities of the DC.
 - c. The Council of the DC shall be comprised of teachers who are entitled to at least one didactic activity.
3. The didactic rules of the Legal Services along with its general reference framework of formative activities, shall be contained in the attachments which form an integral part of the present Regulation.
4. The present Regulation, pursuant to the academic Didactic Regulation, and to the other didactic regulations, shall regulate the didactic organization of the Degree Course on the elements which were not defined in the aforementioned Regulations.

Art. 2 - Structure of the Degree Course

1. The DC belongs to the Faculty of Law.
2. The DC is organized into three years, shall provide for the acquisition of 180 CFU, and aims at training graduates who shall both be expert in the media field and be able to understand the most important business, institutional and social dynamics, with the function researching, planning and intervening in all the employment profiles requiring competencies related to the world of communication. Upon completion of the studies, having acquired the 180 CFU the students shall be conferred the following study title: "Doctor in Communication Sciences"
3. The didactic rules of the Degree Course, along with its general reference framework of formative activities, the CFU assigned to each formative

activity, drawn up according to a framework defined by ministerial decree and with due regard for the requirements of ANVUR, are contained in **Attachment 1**, which forms an integral part of the present Regulation.

4. The course of study in Communication Sciences includes formative activities groups in the following typologies:
 - a. basic formative activities;
 - b. characterizing formative activities;
 - c. supplementary formative activities;
 - d. formative activities chosen by the students (optional);
 - e. formative activities related to the final dissertation;
 - f. formative activities for the development of further linguistic competences, for eventual formative internships, informatics, telematic and relational abilities.

Art. 3 - Specific formative objectives and description of the educational path

1. The DC is organized into three distinct curricula: I. Curriculum in Business and Institutional Communication; II. Curriculum in Digital marketing; III. Curriculum in Digital entertainment and gaming.
2. The present Regulation shall be completed with four documents attached annually prepared in the process of activation of the DC:
 - a. In **Attachment 1** shall be indicated the general framework of the formative activities;
 - b. In **Attachment 2** shall be indicated the formative activities proposed along with the list of the teaching courses and the study plan;
 - c. In **Attachment 3** shall be indicated the regulation on internships;
3. All the information required by the current legislation such as the formative objectives of the course of study and the activated formative activities, the list of the teachers involved in the DC, shall be published on the University website and on the Course Profile. In particular, the CV of the teachers along with the course profile shall be made available in the Teacher's Profile (Search for a member of the teaching staff) of the University.
4. The programmes of the courses and the other formative activities, as well as the calendar of the exams shall be announced before the beginning of the academic year.
5. The formative activities, autonomously chosen by the student, provided for in Article 2 paragraph 4, letter d, shall be selected among the teachings indicated in **Attachment 2**, and shall not be submitted for the approval of the council of the Degree Course.
6. For all the matters related to their academic career and their study plans, the students shall turn to the orientation tutor assigned to them, also known as tutor on-line (TOL). The Degree Course, in fact, shall offer an ongoing orientation and tutoring service which avails itself of the assistance of tutors selected by the University and operating in conjunction with the coordinator and the Council of the Course of Study.
7. There are no planned preparatory activities with regard to the education path.
8. The Plan of Study provides for the implementation of an internship period, aimed at the comprehension of the link between theory , professional practice and the learning of practical-methodological procedures attributable to the cultural-scientific area of interest of the Degree Course (See Attachment 3).

Art. 4 - Learning Results

1. The Bachelor's Degree Course in Communication Sciences aims at a solid theoretical preparation in the social-cultural, political, economical, juridical, technological and media communication processes in the contemporary age. The main purpose of the course shall be to provide an adequate knowledge of the culture, the methodologies, the communication techniques, as well as the various languages of the media (addressing particular attention to the new digital media), taking account of the global context characterized by the constant technological transformation and the diffusion of new media. The formative pathway provides specific courses aimed at developing analytical skills, planning and managing communication processes, social media, public administration, cultural industries, businesses and services.
2. The degree course shall provide: a. the acquisition of basic communication competencies from a sociological, socio-political, philosophical, juridical and economical point of view; b. the ability to deal with juridical, organizational and economical innovation determined by the development and the diffusion of the communication phenomena; c. the acquisition of methodological and technical competencies for the evaluation and the intervention on the communication processes, through the IT and media disciplines (techniques and languages of audiovisual communication); d. acquisition of basic communication competencies, linguistic competencies for the analysis, management and production of texts, with particular attention to the proficiency in the Italian language; e. knowledge and proficiency in two foreign languages (English and a second written and oral language).
3. With reference to the knowledge and comprehension abilities, the Degree in Communication Sciences shall be conferred to the students demonstrating a) knowledge in the various disciplines of communication, in relation to the basic, characterizing and supplementary activities; b) knowledge in the most recent theoretical and practical themes applied to the disciplines of audiovisual and multimedia communication, of business and public communication as well as communication technologies for the knowledge society. Such knowledge shall be acquired through the basic and characterizing courses, which shall be provided on the online platform of the University, or through workshops, examinations and internships. The learning prospects and objectives shall be fulfilled through lessons, exercises and/or feedbacks (interactive didactics, virtual classrooms), seminars, individual meetings, in particular with the teacher/s supervising the preparation of the final dissertation. The supplementary teachings shall contribute in expanding the knowledge range, thus providing competencies fundamental for the in-depth comprehension of complex contexts characterizing the various practices of traditional and innovative communication.
4. With reference to the abilities to apply knowledge and comprehension, the Degree title shall be conferred to the students demonstrating a) ability to apply their knowledge to processes typical of the social, individual, technical processes within the framework of the market tendencies, describing and interpreting them, as well as predicting their tendencies; b) ability to organize, gather and manage informative and documentary databases c) understanding the applications and the methods of the communication techniques of various production sectors d) proper competencies in supporting and discussing ideas, as well as general and specific themes in the different fields of communication; solving problems resulting from the concrete dimension of communication; e) implementing and demonstrating

professional approaches corresponding to the formative pathways of audiovisual and multimedia communication, business and public communication, as well as theory of communication with specific regard to how such approaches are connected to the production processes, to the various communication markets and to the forms of organization of the corresponding professional figures. The abilities to apply knowledge and comprehension shall be acquired through the formative activities (provided in the online platform of the University) aimed at defining the cases of study and the specific contexts of the practices of traditional and/or innovative communication within the framework of the curricula forming part of the Degree Course. In particular, the didactic modalities and tools, the exercises and/or feedbacks (interactive didactics, virtual classrooms), seminars (aimed at comparing various theoretical models on the knowledge of communication, as well as measuring the specific evaluation of the communication practice implemented in the different technological and expressive apparatus), individual meetings (in particular with the teacher supervising the final dissertation. In this respect the seminars shall be considered non-secondary formative activities, strictly connected to the models and the general knowledge. The participation to the curricular internship is a further complement to the didactic activity.

5. With reference to the autonomy of judgement, the Degree title shall be conferred to the students who shall demonstrate a) ability to collect and elaborate both theoretically and productively data and information related to the sectors of communication and to the distinctive processes with value and procedures aimed at forming an autonomous opinion; b) ability to interpret the acquired information with original acquisition techniques, including the reflection on the socio-cultural repercussions of the interventions and of the realities typical of the vast world of communication; c) sensibility in understanding and developing the implications and the social, theoretical and application consequences of the concrete strategies of communication within the various sectors of the global and local market of many different public and private businesses, with specific reference to the economic dimensions and the dimensions of strategic innovation. The modalities and the didactic tools shall be the following: lecture, exercises and/or feedbacks (interactive didactics, virtual classrooms), seminars, individual meetings, in particular with the teacher supervising the final dissertation. The final dissertation shall exercise further the student's ability of judgement.
6. With reference to the communication abilities, the graduates in Communication Sciences shall be able to understand the basic essays related to the disciplines of communication. In addition, the graduates shall acquire good competencies in the terminology, as well as the fundamental concepts for the sciences of communication, so as to enable an autonomous initiatives, with both colleagues and experts, even in similar disciplines. The knowledge of the tools and languages related to Information Technology shall enable the students to express themselves through audiovisual, digital and multimedia supports other than orally. The learning prospects and objectives shall be fulfilled through lessons, exercises and/or feedbacks (interactive didactics, virtual classrooms), seminars, individual meetings, in particular with the teacher/s supervising the preparation of the final dissertation. The students shall acquire such abilities through the implementation of the curricular internship.
7. With reference to the learning abilities, the graduates shall experience different learning techniques, a skill which shall enable them to approach other disciplines for the purpose of research or in-depth analysis. The acquired methodological proficiency and versatility, along with the knowledge of many languages (Italian, English, and a second foreign language) and of many terminologies (symbolic, cultural and related to information technology, as well as the terminologies typical of the characterizing activities of the degree course), shall enable a faster and easier

access to a higher education, and to the labour market. The learning prospects and objectives shall be fulfilled through lessons, exercises and/or feedbacks (interactive didactics, virtual classrooms), seminars, individual meetings, in particular with the teacher/s supervising the preparation of the final dissertation.

Art. 5 - Professional figures, sources of employment and education prospects

1. The DC shall train professionals perfectly able to master the various sectors of communication and information (including the new media) and to carry out professional duties in different sectors: medias, public administration, culture, companies/businesses, services; another qualifying objective shall be to confer abilities needed in order to implement editorial activities within various sectors related to media, as well as public and private authorities.
2. The most important functions related to the professional profiles shall be the following: a. linguistic abilities and methodological research and critical analysis skills; b. basic multidisciplinary knowledge of various areas (institutional, juridical, economical, social); related to communication sciences; c. knowledge of the media and of various techniques of communication.
3. Competencies associated with the most important communicative or editorial activities, as well as the ability to apply the following knowledge:: a. juridical, with particular reference to information law, as well as copyright; b. sociological referred to communication, industrial and professional aspects; c. Philosophical, with particular reference to communication, as well as the languages; d. economical-organizational with reference to business communication and planning of public and private business processes.
4. The sources of employment for the graduates in Communication Sciences shall configure as qualifying roles in various institutions and entities, public or private, socially active, within the areas of communication and culture and, in particular, in the world of publicity, advertising and promotion, traditional and multimedia publishing, and entertainment. In such professional sectors, the graduates shall act with competence in the context of public relations, publicity, editing, promotional activities, managing press offices, and managing digital and multimedia communication processes.

Art. 6 – Admission and enrolment

1. The students who intend to enrol in the DC shall be in possession of a secondary school certificate or another qualification attained abroad and recognized as suitable pursuant to the current legislation.
2. Subject to the admission requirements, as provided for in the current legislation, shall be evaluated the following competencies:
 - a. General Culture;
 - b. Proficiency in the Italian language (morphology, syntax and lexicon):
 - c. Particular sensibility for the communication issues as well as the socio-economical issues.
3. The knowledge and the competences provided for in the previous paragraph, shall be verified through non-selective tests provided in the official portal of the University.
4. An eventual negative result of the non-selective tests on mathematics and physics
 - shall not compromise the matriculation, the attendance to the courses and the satisfactory completion of the related examinations, without prejudice to what is provided for in paragraph 8 of the present article.

shall imply the attribution of additional training requirements (hereinafter referred to as OFA), aimed at the fulfilment of specific lacks: OFA/1 related to “Communication and media”; OFA/2 related to “Socio-economical sciences”.

5. The OFA shall be considered absolved for the incoming students whom have already attained the following SSD SPS/08, M-FIL/05, M-FIL/04, M-FIL/03 and/or L-ART/06; the possess of the knowledge and competencies provided for in letter c paragraph 2 of the present article shall be considered acquired for the OFA related to “Communication and media”; if the incoming students have already attained the CFU related to the following SSD: SPS/09, SPS/10, SECS-P/08, SPS/01 and/or SPS/07, the possess of the knowledge and competencies provided for in letter c, paragraph 2 of the present article shall be considered for the OFA related to “Economical and Social Sciences”.
6. The OFA shall consist in the frequency to remedial courses provided in the online platform of the University.
7. The OFA shall be considered fulfilled upon completion of a suitability test for each remedial course.
8. The students who did not fulfil their OFA attaining the qualifications provided for in the aforementioned qualifications may not enrol into the following year course, thus resulting as repeating students. If the students are in their final year, they may not submit their graduation application.
9. The fulfilment of the OFA shall not implicate the assignment of any credit.
10. There shall not be any limits to the possibility of enrolment as ‘studente fuori corso’, nor a maximum number of repeatable years.
11. The recognition of the CFU of the incoming students as well as the quantification of the minimum number of CFU that the students shall attain in an academic year in order to continue the course of study to another academic year, shall be established in the related Academic Regulations. The Committee for the Study Plans, appointed by the Council of the Degree Course, shall provide for the assessment of the applications for recognition of the previous academic career or of the individual courses equivalent to the teachings, which are part of the training offer of the Degree Course.

Art. 7 - Examinations and tests

1. For each formative activity shall be provided an examination, upon completion of the didactic activities represented by the learning objects present in the VLE.
2. The students shall acquire the CFU attributed to a particular formative activity only if they pass the relative examination.
3. The examination and the final evaluations needed for the attainment of the title shall not be more than 14. For the purpose of the calculation shall be considered the following formative activities:
 - a) basic;
 - b) characterizing;
 - c) supplementary;In addition to the aforementioned activities, shall be required the following formative activities:
 - d) optional;
 - e) related to the final dissertation;
 - f) further linguistic knowledge, eventual formative internships, IT, telematic and relational abilities.
4. The examinations shall consist in a test structured in conformity with what is provided for in the “Regulation for the implementation of the examination”

and with due regard for the following rules:

- a. The examination shall be organized so as to evaluate the knowledge, the comprehension, and the application of the examination subjects, demonstrating the proficiency of the student in the didactic units/thematic units of the related teaching
 - b. The final evaluation shall take into account the results of the partial examinations, carried out with due regard for the Academic Regulations, in which case the teacher shall specify in the “course profile” the kind of activity, the modalities and the criteria of evaluation.
6. The professor in charge of the teaching, before the beginning of each academic year, and with due regard for the general regulation of the University, shall communicate the modalities for the examination, the assessment criteria and the possibility to carry out partial examinations. The manner in which the examination shall be carried out shall be the same for all the students with due regard for what has been established at the beginning of the academic year.
 7. Eventual partial verifications shall not replace the final examination.
 8. The teacher responsible for the teaching, in compliance with the guidelines and the procedures defined in the regulation or in the general indication of the University, shall define the date and the hour of the exams and verifications pursuant to the following criteria:
 - a) The written examinations shall not begin before 9.30 a.m.
 - b) The written and oral examinations set Monday through Friday shall not begin later than 5.00 p.m.,
 - c) The written and oral examinations set on Saturday or on pre-holiday shall not begin later than 12.00,
 - d) During an exam session shall not be booked any exam in any University branch other than Novedrate.
 9. With regard to the implementation of the examinations shall please see the Academic Regulation.

Art. 8 – Mobility and studying abroad

1. The Degree Course in Educational Sciences, in line with the provisions of the University shall promote the exchange of teachers and students through international cooperation and bilateral agreements. In this regard see the indications published on the website of the University on the International Cooperation and the Erasmus Policy at the following link: <https://www.uniecampus.it/ateneo/cooperazione-internazionale/index.html>

Art. 9 - Final Dissertation

1. The discussion of the final dissertation shall consist in the presentation of a written composition realized by the student under the guidance of a supervisor with due regard for and with the procedures provided for in the related Academic Regulations. The contents of the final dissertation shall demonstrate the academic achievements of the student through an in-dept analysis of a specific subject matter connected to a specific course or to another didactic activity.
2. The final dissertation shall focus on any subject related to one or more formative activities of the following typology:
 - a) basic;
 - b) characterizing;
 - c) optional,

3. Activities provided for in Art. 2 paragraph 4.
4. The final dissertation may be written in a foreign language previously agreed upon with the supervising professor and the Coordinator of the Degree Course. In such case the student shall provide a detailed summary of the dissertation in Italian.

Art. 10 - Attainment of the Degree

1. The student shall be attain the Degree with at least 180 CFU and upon completion and discussion of the final examination (final dissertation).
2. With regards to the conditions for the admission to the final dissertation, the degree examination board, the implementation of the examination and the final grade see the Academic Regulation for the final dissertation.
3. The secretariat upon request, shall provide the graduate students with the Diploma Supplement, which shall describe the category, the level, the context, the content and the status of the studies carried out in accordance with the standard eight-point plan developed on the initiative of the European Commission, the European Council and of the UNESCO.

Title II - OPERATIVE RULES

Art. 11 - Obligations related to frequency

1. Frequency in the activities carried out in the various branches of the University is not mandatory.
2. The students shall be admitted to the examination related to a determined teaching only after having implemented all the online learning objects making up the course, except for expressed and motivated waivers provided for by the teachers, who shall clarify them in their teacher's profile.
3. The DC shall provide for the enrolment as part-time student, for all the qualified students, pursuant to what is regulated in the Academic Regulations.

Art. 12 Enrolment to the following years, transfer and withdrawal from the studies

1. See the rules provided for in the Academic Regulations

Art. 13 - Recognition of incoming CFU

1. See the general regulations provided for by the University; along with the opinion of the DC if the aforementioned regulation shall require so.

Art. 14 - Dispositions for the students

1. The DC shall apply the rules provided for by the University regulating the frequency to the formative activities, the number of the credits to be acquired for the enrolment to the following course year; the requirements for the implementation of outsourcing education, and all the actions aimed at an effective learning. In this regard see the Student Regulation, the website page on the LDs and the Erasmus Policy of the University.

Art. 15 - Assessment of the Didactic Activity

1. The DC shall implement forms of assessment of the quality of the didactic activities provided for by the current legislation with the modalities and the deadlines provided for by the University's Quality Assurance Committee.

Art. 16 - Flexibility of the learning pathway

1. The Degree Course in Communication Sciences (L-20) with the collaboration of the online tutors (OT) proposes orientation and tutoring activities in relation to the individual study plan, of the optional formative activities and with regard to

the implementation of the curricular internship, promoting a student-centred approach to learning focused on encouraging the assumption of an active role in the definition and in the time frame of the learning pathway. The DC shall promote a collaboration with the disciplinary tutors whom, coordinating with the teachers in charge of the course, shall have the task of supporting the preparation of the didactic materials and of the partial examinations, guaranteeing the possibility to implement flexible learning pathways. Finally, the student shall have the possibility to enrol in the DC and to take advantage of the formative offer at any time of the academic year and to carry out the examinations during the seven examination sessions, provided for in the academic calendar.

Title III - FINAL AND TRANSITIONAL REGULATIONS

Art. 17 - Amendments to the Regulation

1. Any amendment to the present Regulation shall be proposed by the Coordinator of the DC or by at least one third of the members of the Council of the DC or at least one third of the members of the Council of the DC and shall be approved by absolute majority and, successively, by the Technical Supervisory Committee.
2. In case of failure to approve the amendment, the proponent shall send a response, along with a report describing its motivations directly to the Technical Supervisory Committee.
3. The modifications to the present regulation, subject to the verification of their conformity to the Academic Regulations shall be issued by Decree of the President of the Technical Supervisory Committee.
4. Eventual legislative acts compatible with the Academic Regulation and incompatible with what is stated in the present regulation shall be applicable even in the absence of an expressed modification, but shall determine the immediate beginning of the procedure provided for in the first paragraph of the present article.
5. Eventual interpretive or applicative problems resulting from the succession of the Regulations in the course of time shall be the subject of a specific assessment on the part of the DC.

Art. 18 - Transitional regulations

1. The present regulation shall be applicable from the academic year 2018/2019.

Attachments

Allegato 1: RAD (general framework of the formative activities).

Allegato 2: Plan of Studies.

Allegato 3: Regulation on the Internships.



Basic Activities

Subject Area	Sector	CFU		Minimum by M.D. for the subject area
		min	max	
Semiotic, Linguistic and IT Disciplines	INF/01 IT			
	ING-INF/05 Systems for the elaboration of data	27	30	-
	M-FIL/05 Philosophy and theory of languages			
Social and Mediological Disciplines	M-STO/04 Contemporary History			
	PS/07 General Sociology			
	SPS/08 Sociology of Cultural and Communicative Processes	12	21	-
	SPS/09 Sociology of the Economic and Labour Processes			
Minimum Credits reserved by the university by M.D. 36:		39		
Total Basic Activities			39 - 51	

Characterizing Activities

Subject Area	Sector	CFU		Minimum by M.D. for the subject area
		min	max	
Methodologies, Analysis and Techniques of Communication	ICAR/17 Design			
	ING-INF/05 Data Processing Systems			
	L-ART/06 Cinematography, Photography and Television	24	24	-
	M-FIL/04 Aesthetics			
Human and Socio-Economical Sciences	SPS/08 Sociology of the cultural and communication processes			
	M-PSI/05 Social Psychology			
	SECS-P/08 Economy and Business Management			
	SECS-P/10 Business Organization	27	33	-

SPS/08 Sociology of the Cultural and Communication Processes

Juridical, Historical, Political and Philosophical Disciplines	IUS/01 Private Law			
	SPS/01 Political Philosophy	9	18	-
	SPS/12 Juridical Sociology, of deviance and social change			

Minimum credits reserved by the University by M.D.. 54: 60

Total Characterizing Activities 60 - 75

Supplementary Activities

Subject Area	Sector	CFU		Minimum by M.D. for the subject area
		min	max	
Supplementary Activities	ICAR/13 - Industrial Design			
	INF/01 - IT			
	IUS/01 - Private Law	24	30	18
	M-FIL/03 - Moral Philosophy			
	SECS-P/08 - Economy and Business Management			
	SPS/10 - Sociology of the Environment and of the Territory			
	SPS/12 - Juridical Sociology, of deviance and social change			

Total Supplementary Activities 24 - 30

Other Activities

Subject Area	CFU		
	min	max	
Optional	12	12	
For the Final Dissertation and Knowledge of a foreign language (art. 10, paragraph 5, lett. c)	For the final Dissertation	6	6
	Knowledge of a foreign language	6	6
Minimum credits reserved by the University to the activities provided in art. 10, paragraph 5 lett. c	-	-	
Further Formative Activities (art. 10, paragraph 5, letter d)	Further Linguistic Knowledge	6	6
	IT and Telematic Abilities	-	-
	Internships	6	6
	Further experience in the labour market	6	6
Total CFU for the attainment of the title	180		
Total range of CFU provided by the course	165 - 198		

COMMUNICATION SCIENCES - L-20 (list of the courses)

Course Year	SSD		Exam	CFU 17-18	Curriculum	
1	M-FIL/05	A1	Semiotic, Linguistic, and IT disciplines	Semiotics, and philosophy of languages	12	All
1	INF/01	A1	Semiotic, Linguistic, and IT disciplines	IT	6	All
1	M-FIL/04	B1	Methodologies, Analysis and Techniques of Communication	Aesthetics of Communication	12	All
1	SPS/09	A2	Social Disciplines	Sociology of the Economical Processes	12	All
1	L-ART/06	B1	Methodologies, Analysis and Techniques of Communication	Techniques, History and Language of the audiovisual media	12	All
1	SECS-P/10	B2	Human and Socio-Economic Sciences	Business Organization	6	All
2	SPS/08	B2	Human and Socio-Economic Sciences	Sociologia della comunicazione e dell'informazione (mutua su L19)	9	All
2	INF/01	A1	Semiotic, Linguistic, and IT disciplines	Foundations of game development	12	Digital entertainment and gaming
2	SPS/10	C	Supplementary Activities	Urban Sociology, of tourism and the territory	12	Institutional and Business Communication
2	SECS-P/08	C	Supplementary Activities	Digital Marketing Techniques	12	Digital marketing
2	SECS-P/08	C	Supplementary Activities	Management Planning, Processes and Behaviours	6	Institutional and Business Communication
2	SECS-P/08	B2	Human and Socio-Economic Sciences	Advanced Digital Marketing (preparatory course for Digital Marketing)	6	Digital marketing
2	INF/01	C	Supplementary Activities	Social gaming	6	Digital entertainment and gaming
2	SPS/07	B2	Human and Socio-Economic Sciences	Methodology of Social Research	12	All
2	IUS/01	B3	Judicial, Historical and Philosophical Disciplines	Information Law	9	All
2			art.10, paragraph 5, letter d	English Language (from L19)	6	All
2				Optional E exam	6	All
3	ICAR/13	C	Supplementary Activities	Foundations of game design	9	Digital entertainment and gaming
3	SPS/01	B3	Judicial, Historical and Philosophical Disciplines	Analysis of the Political Language	9	Institutional and Business Communication
3	SPS/12	B3	Judicial, Historical and Philosophical Disciplines	Communication 2. 0	9	Digital marketing
3	M-FIL/03	C	Supplementary Activities	Ethics of Communication	12	All
3	M-FIL/05	A1	Semiotic, Linguistic, and IT disciplines	Languages of the New Media	9	Institutional and Business Communication
3	M-FIL/05	A1	Semiotic, Linguistic, and IT disciplines	Languages of the New Media	9	Digital marketing
3	SPS/08	A2	Social Disciplines	Sociology of Gaming	9	Digital entertainment and gaming
3			art.10, paragraph 5, letter d	Optional E exam	6	All
3			art.10, paragraph 5, letter d	Spanish Language (from L36)	6	All
3			art.10, paragraph 5, letter d	Internet Writing Workshop (FROM MS)	2	Digital marketing
3			art.10, paragraph 5, letter d	Internet Writing Workshop (FROM MS)	2	Digital entertainment and gaming
3			art.10, paragraph 5, letter d	Institutional and Publicity Writing Workshop (FROM LAMS)	2	Institutional and Business Communication
3			art.10, paragraph 5, letter d	Writing Workshop (FROM L10)	2	All
3			art.10, paragraph 5, letter d	Image Reading Workshop (FROM L3)	2	All
3			art.10, paragraph 5, letter d	Internships	6	All
3			art.10, paragraph 5, letter d	For the Final Dissertation	6	All

Optional Exams

	M-PSI/06			Labour Psychology (from L24)	6	
	SPS/08			Organization of Events and Media Relations	6	
	M-FIL/05			Semiotics	6	
	M-PSI/01			PSYCHOLOGY OF COMMUNICATIONS (from L-24)	6	
	SPS/01			Intercultural Communication of multi-level political and social processes	6	
	IUS/01			PRIVATE LAW (from L36)	6	
	SECS-P/08			BUSINESS COMMUNICATION (from L33)	6	
	M-FIL/02			Communication of Scientific Research	6	
	SPS/12			Juridical Anthropology and Communication of the Cultural Systems	6	
	L-ART/06			HISTORY OF TELEVISION (from L3)	6	
	SPS/01			European Union Governance (from L36)	6	
	M-STO/04			HISTORY OF JOURNALISM (from L36)	6	
	M-GGR/01			Urban and territorial marketing	6	
	SECS-P/08			BUSINESS MANAGEMENT AND MARKETING (from L33)	6	
	SECS-P/08			Business Strategies and Communication Management	6	
	SPS/12			Juridical Anthropology and Communication of the Cultural Systems	6	
	SECS-P/08			Marketing Automation & Reputation Management	6	

Business and Institutional Communication Curriculum

Course Year	SSD		Esame	CFU 17-18	Curriculum	
1	M-FIL/05	A1	Semiotic, Linguistic, and IT disciplines	Semiotics and Philosophy of Languages	12	All
1	INF/01	A1	Semiotic, Linguistic, and IT disciplines	IT	6	All
1	M-FIL/04	B1	Methodologies, Analysis and Techniques of Communication	Aesthetics of Communication	12	All
1	SPS/09	A2	discipline sociali e metodologiche	Sociology of the Economical Processes	12	All
1	L-ART/06	B1	Methodologies, Analysis and Techniques of Communication	Techniques, History and Language of Audiovisual Media	12	All
1	SECS-P/10	B2	Human and Socio- Economic Sciences	Business Management	6	All
2	SPS/08	B2	Human and Socio- Economic Sciences	Sociology of Communication and Information	9	All
2	SPS/10	C	Supplementary Activities	Urban Sociology, of Tourism and of the Territory	12	Institutional and Business Communication
2	SECS-P/08	C	Supplementary Activities	Management Planning, Processes and Behaviours	6	Institutional and Business Communication
2	SPS/07	B2	Human and Socio- Economic Sciences	Methodology of Social Research	12	All
2	IUS/01	B3	Judicial, Historical and Philosophical Disciplines	Information Law	9	All
2			art.10, comma 5, lettera d	English Language (from L19)	6	All
2				Optional Exams	6	All
3	SPS/01	B3	Judicial, Historical and Philosophical Disciplines	Analysis of the Political Language	9	Institutional and Business Communication
3	M-FIL/03	C	Supplementary Activities	Communication Aesthetics	12	All
3	M-FIL/05	A1	Semiotic, Linguistic, and IT disciplines	Languages of the New Media	9	Institutional and Business Communication
3				Optional E exam	6	All
3			art.10, paragraph 5, letter d	Spanish Language (from L36)	6	All
3			art.10, paragraph 5, letter d	Institutional and Public Writing Workshop (FROM LAMS)	2	Institutional and Business Communication
3			art.10, paragraph 5, letter d	Writing Workshop	2	All
3			art.10, paragraph 5, letter d	Image Reading Workshop	2	All
3			art.10, paragraph 5, letter d	Internships	6	All
3			art.10, paragraph 5, letter d	Final Dissertation	6	All

Digital marketing Curriculum

Course Year	SSD Sigla		Esame	CFU 17-18	Curriculum	
1	M-FIL/05	A1	Semiotic, Linguistic, and IT disciplines	Semiotics and Philosophy of Languages	12	All
1	INF/01	A1	Semiotic, Linguistic, and IT disciplines	IT	6	All
1	M-FIL/04	B1	Methodologies, Analysis and Techniques of Communication	Aesthetics of Communication	12	All
1	SPS/09	A2	discipline sociali e metodologiche	Sociology of the Economical Processes	12	All
1	L-ART/06	B1	Methodologies, Analysis and Techniques of Communication	Techniques, History and Language of Audiovisual Media	12	All
1	SECS-P/10	B2	Human and Socio- Economic Sciences	Business Management	6	All
2	SPS/08	B2	Human and Socio- Economic Sciences	Sociology of Communication and Information	9	All
2	SECS-P/08	C	Supplementary Activities	Techniques of Digital Marketing	12	Digital marketing
2	SECS-P/08	B2	Human and Socio- Economic Sciences	Advanced Digital Marketing	6	Digital marketing
2	SPS/07	B2	Human and Socio- Economic Sciences	Methodologies of Social Research	12	All
2	IUS/01	B3	Judicial, Historical and Philosophical Disciplines	Information Law	9	All
2			art.10, comma 5, lettera d	English Language	6	All
2				Optional Exam	6	All
3	SPS/12	B3	Judicial, Historical and Philosophical Disciplines	Communication 2. 0	9	Digital marketing
3	M-FIL/03	C	Altre attività formative affini o integrative	Ethics of Communication	12	All
3	M-FIL/05	A1	Semiotic, Linguistic, and IT disciplines	Languages of the New Media	9	Digital marketing
3				Optional Exams	6	All
3			art.10, paragraph 5, letter d	Spanish Language (from L36)	6	All
3			art.10, paragraph 5, letter d	Online Writing Workshop (MUTUA DA LAMS)	2	Digital marketing
3			art.10, paragraph 5, letter d	Writing Workshop	2	All
3			art.10, paragraph 5, letter d	Image Reading Workshop	2	All
3			art.10, paragraph 5, letter d	Internships	6	All
3			art.10, paragraph 5, letter d	Final Dissertation	6	All

Curriculum Digital Entertainment and Gaming

Anno di corso	SSD Sigla		Esame	CFU 17-18	Curriculum	
1	M-FIL/05	A1	Semiotic, Linguistic, and IT disciplines	Semiotics and Philosophy of Languages	12	All
1	INF/01	A1	Semiotic, Linguistic, and IT disciplines	IT	6	All
1	M-FIL/04	B1	metodologie, analisi e tecniche della comunicazione	Aesthetics of Communication	12	All
1	SPS/09	A2	discipline sociali e metodologiche	Sociology of the Economical Processes	12	All
1	L-ART/06	B1	Methodologies, Analysis and Techniques of Communication	Techniques, History and Language of Audiovisual Media	12	All
1	SECS-P/10	B2	Human and Socio- Economic Sciences	Business Management	6	All
2	SPS/08	B2	Human and Socio- Economic Sciences	Sociology of Communication and Information	9	All
2	INF/01	A1	Semiotic, Linguistic, and IT disciplines	Foundations of game development	12	Digital entertainment and gaming
2	INF/01	C	Supplementary Activities	Social gaming e gamification	6	Digital entertainment and gaming
2	SPS/07	B2	Human and Socio- Economic Sciences	Methodologies of Social Research	12	All
2	IUS/01	B3	Judicial, Historical and Philosophical Disciplines	Information and Communication Law	9	All
2			art.10, comma 5, lettera d	English Language (from L19)	6	All
2				Optional Exam	6	All
3	ICAR/13	C	Supplementary Activities	Foundations of game design	9	Digital entertainment and gaming
3	M-FIL/03	C	Supplementary Activities	Communication Ethics	12	All
3	SPS/08	A2	Social Disciplines	Sociology of Gaming	9	Digital entertainment and gaming
3				Optional E exam	6	All
3			art.10, paragraph 5, letter d	Spanish Language (from L36)	6	All
3			art.10, paragraph 5, letter d	Institutional and Public Writing Workshop (FROM LAMS)	2	Digital entertainment and gaming

3		art.10, paragraph 5, letter d	Writing Workshop	2	All
3		art.10, paragraph 5, letter d	Image Reading Workshop	2	All
3		art.10, paragraph 5, letter d	Internships	6	All
3			Final Dissertation	6	All



REGULATION ON CURRICULAR INTERNSHIP BACHELOR'S DEGREE IN COMMUNICATION SCIENCES (D.M. 270/04)

Art. 1 – DEFINITION AND SCOPE

1. The curricular internship consists in a period of practical work aimed exclusively at the attainment of the CFU needed for the completion of the formative path of the Course of Study (DC) and shall not have a professionalizing value.
2. The internships shall be included in the Academic Rules of the each degree course; shall be mandatory or elective and shall implicate the acquisition of formative credits.
3. The internship shall be carried out in structures – public or private – which have an active agreement with the University, or at eCampus University, and at other Italian/Foreign Departments and Institutes of juridical disciplines. The internship shall be carried out under the supervision of a tutor of the University – responsible for the didactic-organizational area of the internship (a member of the Internship Committee of the Faculty of Law of eCampus University) – and a company tutor who shall guide the student during the internship period.
4. The internship activity requires a commitment of 25 hours for each CFU provided for by the formative offer.

Art. 2 – PURPOSES AND ACTIVITIES OF THE INTERNSHIP

1. The purposes of the internship are the following:
 - a) Comprehension of the connection between theory, professional practice and the integration between theoretical knowledge, acquired from the degree course and its application in professional practice;
 - b) Learning the procedures and methodologies typical of the professions related to the Degree Course; acquiring, under supervision of a tutor, the competencies related to a professional role, in relation to the different working contexts in which the graduates of the Degree course shall operate.
 2. The interns shall carry out their practical experiences:
 - a) In press offices, communications office, marketing office, research centres, and other structures
 - b) PR and Communication Agencies, Networks, Traditional and Digital Media.
 - c) Associations or Societies provided of research centres, press and communication offices, etc.
 - d) at eCampus University or a Research Centre with an active agreement.
1. Shall also be recognized internship activities carried out at the University or at recognized Research Centres, provided that they are oriented at the involvement of the interns in activities such as study and research, under the direct supervision of a Teacher of the Degree Course of the Faculty

of Law.

2. The internship shall be intended as a programmed activity and follow an individualized training project, established on the basis of a “formative contract” between intern and tutor specifying their reciprocal responsibilities as well as their respective duties.
3. For the purpose of the internship activity, shall only be considered the hours of effective implementation of the didactic and practical exercises and not the actual presence of the intern in the structure (for example shall not be considered the breaks or the time periods before and after the practical activities).
4. The maximum duration shall be 6 months, including any potential waivers
5. The periods of suspension from the internship shall not be taken into consideration for the aforementioned duration terms.

Art. 2 – ACCESS TO THE INTERNSHIP

1. In order to begin the internship the student shall
2. Make **mandatory and preventive contact** with the Internship Office by email to the following address: tirocinio.giurisprudenza@uniecampus.it.
3. Have attained at least 100 CFU;
 - a) Indicate the institution where the student wishes to carry out their internship which shall be chosen among the institutions/entities/companies/ with an active agreement,
 - b) Receive an explicit authorization for the internship activity, sent by the following mail address: tirocinio.giurisprudenza@uniecampus.it,
 - c) Undersign the Training Project pursuant to what is provided for in art. 7
2. The list of the institutions with active agreements may be requested at the following address: **tirocinio.giurisprudenza@uniecampus.it**
4. The students are entitled to report to the following mail address tirocinio.giurisprudenza@uniecampus.it, eventual institutions/businesses/companies without an active agreements, where the interns wish to carry out their internship. Having evaluated the availability of the reported institution and the adequacy of the structures, the University shall provide for the stipulation of an Agreement.
5. In the event that the students wish to carry out their internship at eCampus University, they shall identify a Professor who teaches in the Degree Course, in the Faculty of Law or in Departments/Institutes of other Universities and verify the availability to follow them as tutors.
6. In the event that the students wish to carry out the internship at an external authority, please note that the relationship between the University and the host structure shall be regulated by a specific agreement. In case the structure where the student wishes to carry out the internship does not have an agreement with the University, it is mandatory to stipulate it before the beginning of the internship.

Art. 3 – INTERNSHIP AGREEMENTS

1. In order to activate an agreement, the Institutions belonging to the categories provided for in art. 2 paragraph 2 (except for letter “e”), shall submit to the following mail address **tirocinio.giurisprudenza@uniecampus.it**:
 - a) Indications concerning the purposes and the organization structure of the Institution (if the Institution is private, the statute is needed);
 - b) Detailed Indications on the practical and/or reasearch activity carried out in the structure, as well as specific indications on the formative activities that the interns shall carry out;
 - c) CV of the tutor

Art. 4 – FUNCTIONS AND CHARACTERISTICS OF THE TUTOR

1. The tutor shall follow the student during the internship period, agreeing on the practical modalities of its implementation, making sure that the internship is carried out appropriately and participating to the evaluation of the internship.
2. In the public/private entities the function of tutor shall be carried out by the personnel related to the occupational activities provided for in Art. 1, with an appropriate professional experience and capable of guaranteeing a stable relationship with the structure throughout the duration of the internship.
3. In the public/private entities the function of tutor shall be carried out by the personnel related to the occupational activities provided for in Art. 1, with an appropriate professional experience and capable of guaranteeing a stable relationship with the structure throughout the duration of the internship.
4. Each tutor shall follow maximum 3 students.

Art. 5 – RULES OF CONDUCT FOR THE INTERN

1. The intern shall comply with what was agreed in the agreement between the University and the host, shall respect the disciplinary regulations, the organizational/safety/hygiene rules.
2. During and after the internship the intern shall maintain the strictest confidence on the information acquired during the implementation of the internship.
3. If the host adopts a code of conduct or an internal rule, the intern shall comply with it.

Art. 6 – ASSICURAZIONI

1. Le assicurazioni RC e INAIL, necessarie per lo svolgimento del tirocinio, sono a carico dell'Università eCampus.

Art. 7 – TRAINING PROJECT

1. The Training Project shall be a an actual contract between the intern and the host.
2. The Training Project shall contain personal information on the intern, the time and the place of the internship, information on the insurance policy, the name of the tutor/tutors.
3. In the Training Project shall be indicated the purpose of the internship and the modalities necessary in order to reach the target set (namely the competencies that the intern wishes to attain at the end of the internship and how to achieve them).
4. The duration of the internship and the modalities of access to the facilities of the company shall be described in the Training Project, duly filled in before the beginning of each internship period.
5. The Training Project shall necessarily contain::
 - a) the register of attendances,
 - b) the “end of internship” report (which shall be drafted upon completion of the internship),
 - c) the evaluation form (which shall be drafted by the tutor upon completion of the internship period).

Art. 8 – IMPLEMENTATION OF THE INTERNSHIP

1. The internship activity shall not be intended as an employment relationship, nor as a professional or a potential replacement for the workforce. The formative objectives shall be naturally functional to the professional profiles defined by the Degree Course.
2. In case of absence due to sickness, the intern shall inform the University and recuperate the days of absence
3. In case of injury, the intern shall inform the University about the incident

Art. 9 – CONCLUSION OF THE INTERNSHIP

1. Once concluded the internship, the student shall send ALL the documents (Training Project, Register of Attendance, receipt of the safety pamphlet, Final Report and evaluation sheet) to the following address: firocinio.giurisprudenza@uniecampus.it.
2. The original documents shall be submitted to the Student Secretariat, along with the Graduation Application
3. The CFU related to the internship period shall be registered only after the submission of all the documents provided for in art. 7, paragraph 5.

Art. 10 – POSTPONEMENTS

1. For anything not explicitly covered in the present regulation, please see the current legislation.