



MASTER'S AND COURSES OFFICE

Decree of the Dean

Classification: III/ 5

No. Annex: 0

**ADMISSION NOTICE FOR I level UNIVERSITY MASTER'S PROGRAMME IN  
BUSINESS COMMUNICATION. LANGUAGES, TOOLS, TECHNOLOGIES  
Academic Year 2018/2019**

THE DEAN

- In view of Italian Ministerial Decree no. 270 of 22 October 2004 (Amendments to the regulations on the educational autonomy of universities, approved by Decree of the Ministry of Universities and Scientific and Technological Research no. 509 of 3 November 1999), and article 3 paragraph 9 in particular;
- In view of the Inter-ministerial Decree issued by the Ministry of Education, Universities and Research (MIUR) and the Ministry for Public Administration, and the change implemented on 9 July 2009 regarding the equivalence of the university degrees of the classes referred to by the Ministerial Decrees of 4 August 2000 and 2 April 2001 and the university degrees of the classes referred to by the Ministerial Decrees of 16 March 2007 and 19 February 2009;
- Given the MIUR Inter-ministerial Decree and the Ministry of Public Administration and Innovation of 9 July 2009 concerning the equality of degree diplomas under the regulations not yet reformulated pursuant to Ministerial Decree 509/99, granted by state and non-state universities for the issuance of legally valid qualifications, and the specialised degrees of the classes referred to by the Ministerial Decrees of 28 November 2000, 2 April 2001, and 12 April 2001, and the Master's degrees of the classes referred to by the Ministerial Decrees of 16 March 2007 and 8 January 2009;
- In view of Italian Law no. 240 of 30 December 2010, concerning the organisation of universities, academic staff and recruitment, and the Government's mandate to improve the quality and efficiency of the university system;
- In view of the Inter-ministerial Decree issued by the Ministry of Education, Universities and Research (MIUR) and the Ministry for Public Administration, and the change implemented on 11 November 2011 concerning the equivalence of the diplomas issued by the speciality schools instituted pursuant to Italian Presidential Decree no. 162/1982, with a duration of three years pursuant to Law no. 341/1990 of the same duration, to degrees falling under Ministerial Decrees 509/1999 and 270/2004, for the purposes of participating in public competitions;
- In view of the Statute of the University of Siena issued with Decree of the Dean no. 164/2012 of 7 February 2012, published in the Official Gazette No. 49 of 28 February 2012, as amended by Decree of the Dean no. 93/2015 of 28 January 2015, published in the Official Gazette No. 37 of 14 February 2015, and in the Official Gazette of the University - Supplemented under no. 114;
- With reference to the Electoral Regulation for the constitution of institutions issued with Decree of the Dean no. 896 of 22.06.2012, published on the University's online Register on 22.06.2012 and in the B.U no. 99 and modified with Decree of the Dean no 387 of 25.03.2013 published in the University's online



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Register on 25.03.2013 and in the Official Gazette no. 104;

- With reference to the University Regulations issued by Decree of the Dean no 1332 dated 26.09.2016;
- With reference to the Regulations governing the amounts received by the University of Siena for contract work and by way of donations, issued by Decree of the Dean no. 814/2002-03 of 9 June 2003, published in the Official Gazette of the University no. 45, amended by Decree of the Dean no. 349/2016 of 09.03.2016 posted on the University's online Register on 09.03.2016 and published in the Official Gazette no. 122, and in particular Tab. A;
- With reference to the Regulations concerning University Masters, further education, Professional Development and Specialist Training courses and the Summer and Winter schools of the University of Siena issued with Decree of the Dean no 1564/2017 dated 13.12.2017 and published on the University online Registry on 14.12.2017;
- With reference to the Regulations governing the granting of teaching assignments issued with Decree of the Dean no. 1529 of 17 October 2012, posted on the University's online register on 18.10.2012 and published in the Official Gazette no. 101, as amended, as well the acts pertaining to the educational courses and programmes offered;
- Taking into account the resolution of the Academic Senate of 17 December 2012, which establishes the requirements for holding any online meetings among the collegial bodies of the Graduate, PhD and I or II level specialist Master's Schools and Supplementary courses;
- Taking into account the resolution of the Academic Senate of 4 February 2014, which approved the criteria for self-assessment of University Master's programmes;
- Taking into account the resolution of the Board of Directors of 26 March 2014 which identified the maximum amounts for the remuneration of the Course Director and University Master's programme lecturers as required by Art. 8 of the Regulations on University Master's Programmes of the University of Siena;
- Taking into account the resolution of the Academic Senate of 8 April 2014 and the resolution of the University of Siena's Board of Directors of 11 July 2014, which established the provisions concerning surplus admissions and fee exemptions for students with disabilities who apply for enrolment in University Master's Programmes, Professional Development and Specialist Training Courses, and Summer/Winter Schools;
- Taking into account the resolution of the University of Siena's Academic Senate of 16 January 2018, which established the standard agreement schemes of I and II level university Master's programmes, Professional Development and Specialist Training Courses, and Summer School programmes;
- Taking into account the resolution of the Board of Directors of 19 January 2018, which rendered it possible for the University of Siena's technical and administrative staff with open-ended or fixed-term contracts with at least six months of completed service, to participate in single Master's courses and the entire course of the university Master's Programme if relevant to service activities;
- Taking into account the resolution of the Academic Senate of 29 January 2016, which approved the exception at Art 32, para. 2 of the Electoral Regulation and for the constitution of the bodies of the University of Siena (re-election of the University Master's Programme Director);
- Taking into account the Resolution of the Academic Senate of 2 December 2014 with which the new timetable categorisation for the educational programme on offer from the academic year 2015/2016 for I and II level University Masters, Professional Development and Specialist Training courses and Summer School;
- Taking into account the University's provisions concerning compliance with regard to independent,

occasional, or coordinated and continuous work contracts;

- Considering that the Department Councils, indicated in the attached table, have proposed the institution for the academic year 2018/2019 of advanced scientific and continuing education courses, at the end of which the University Master's diplomas will be issued;
- Given the Resolution of the Academic Senate of 7 October 2014, which established that the University of Siena would adhere to the Alma Laurea study on University Masters;
- Given the Committee's April 16, 2018 Report pursuant to Art. 3, paragraph 3, of the Regulations on University Master's Programmes of the University of Siena and designated by the Academic Senate at the meeting of 20 April 2017;
- Given that the Committee, stipulated by Art. 3, paragraph 3, of the Regulations on University Master's Programmes of the University of Siena, in the report of April 16, 2018 considered it necessary that some university master's programmes and courses include the grounds on the basis of which a derogation from the minimum number of 10 is required, new grounds were adopted and then approved by the respective Departments;
- Having established that on 14.03.2018 the Board of the University of Siena's Department of Social, Political and Cognitive Sciences proposed the institution of the Advanced Specialisation and Continuing Higher Education Course for the academic year 2018/2019, after which the I level Master's degree in BUSINESS COMMUNICATION will be awarded. LANGUAGES, TOOLS, TECHNOLOGIES;
- Given that on 05.06.2018 the Academic Senate of the University of Siena expressed a favourable opinion regarding the institution of the University Master's in BUSINESS COMMUNICATION for the academic year 2018/2019. LANGUAGES, TOOLS, TECHNOLOGIES;
- Given that on 06.06.2018 the Board of Directors of the University of Siena resolved for the institution of the I Level University Master's in BUSINESS COMMUNICATION for the academic year 2018/2019. LANGUAGES, TOOLS, TECHNOLOGIES

HEREBY DECREES

#### **Subject of the notice**

1.1 The University of Siena hereby institutes, for the academic year 2018/2019, the Advanced Scientific Specialisation and Continuous Development Course, after which the I level Master's degree in "BUSINESS COMMUNICATION" will be awarded. LANGUAGE, TOOLS, TECHNOLOGIES" (hereinafter called University Master) of the Department of Social, Political, and Cognitive Sciences.

1.2 The Master's programme provides the theoretical and practical knowledge necessary to work in the institutional and business communications sector. The Course is designed to train professional figures capable of overseeing each phase of the marketing and communications processes for businesses, non-profit organizations, government agencies, and consulting firms. The training activities make use of the experience obtained from the degree programme in Communication Sciences at the University of Siena, one of the first to be offered in Italy (est. 1992), the contribution of teachers from other prestigious domestic and foreign universities, and the direct contribution of professional figures employed by businesses and consulting firms. In order to train the communications professionals of the future, the Master's course will focus upon strategic thinking, the ability to analyse social phenomena, business culture, and the theories and communication techniques to be implemented within the modern media scenario. Students will therefore learn the skills necessary to design, implement, and evaluate all the activities associated with



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marketing, advertising, and public relations; to expand their knowledge of the consumer, by constantly monitoring the market and interpreting the current trends and future prospects; to analyse the characteristics and evolutions of the various means of communication; to develop strategies and actions that will allow businesses to exploit the opportunities linked to the new digital environment, by integrating tools like social media, proximity advertising, or mobile marketing within integrated communication strategies; to coordinate the implementation of sponsorships and the organization of events.

1.3 Contact person for the organisation and teaching activities of the university Master's Programme(lectures, calendar, classrooms, etc.):

- Paolo Bertetti c/o DISPOC, Via Roma 56, 53100 - Siena, Italy. Tel: +39-0577-234775 Fax: +39-0577-235076 email: [info@mastercomunicazioneimpresa.it](mailto:info@mastercomunicazioneimpresa.it)
- Giuseppe Segreto c/o DISPOC, Via Roma 56, 53100 - Siena, Italy Tel: +39-0577-234775 Fax: 39-0577-235076 email: [info@mastercomunicazioneimpresa.it](mailto:info@mastercomunicazioneimpresa.it).

University Master's website [www.mastercomunicazioneimpresa.it](http://www.mastercomunicazioneimpresa.it).

## Admission requirements

2.1 The following are required for admission to the Master's Programme:

DEGREES UNDERTAKEN ACCORDING TO THE EXISTING REGULATION DM 509/99 - Access allowed to: All degrees

- DEGREES PURSUANT TO MINISTERIAL DECREE 509/99 AND MINISTERIAL DECREE 270/2004:  
All classes
- SPECIALIST BACHELOR'S DEGREES PURSUANT TO MINISTERIAL DECREE 509/99 AND MASTER'S DEGREE PURSUANT TO MINISTERIAL DECREE 270/2004: All classes
- UNIVERSITY DIPLOMAS pursuant to Italian Law no. 341/90  
All university diplomas
- SPECIAL PURPOSE SCHOOLS PURSUANT TO ITALIAN PRESIDENTIAL DECREE NO. 162/82  
All schools
- QUALIFICATIONS AWARDED BY THE ACADEMIES AND COLLEGES INDICATED UNDER LAW NO. 268 of 22 NOVEMBER 2002

- other qualifications envisaged under art. 5 of Italian Law no. 251/2000 for the healthcare sector, provided that the candidate also holds a diploma for a high-school programme with a duration greater than five years. These qualifications must also have permitted the candidate to enrol with the relative professional registers, or to conduct a professional activity as either an employee or self-employed individual, or else must be envisaged by the law governing personnel of the National Health Service or other public sectors.

2.2 The following may also apply for admission to the Course:

- candidates with an academic qualification obtained abroad that can be equated only for enrolment purposes by level, nature, content and academic rights (access to further courses), to the Italian qualification required for admission to the chosen course.

2.3 The candidate must be in possession of the aforementioned prerequisites by the deadline for submitting the application for admission to the Master's Programme.

If the student has not obtained the qualification required for admission by the application deadline indicated under art. 3, paragraph 1, he/she may enrol in the selected university master's programme on a conditional basis prior to that deadline, indicating the presumed date of graduation on their declaration in



lieu of certification, which must be submitted via the online admission procedure.

The candidates must notify the Master's and Courses Office ([master-corsi@unisi.it](mailto:master-corsi@unisi.it)) that the qualification has been obtained by the date of the test/curriculum evaluation indicated under art. 5, paragraph 2. This notice must be accompanied by a copy of a valid identity document.

Failure to meet the indicated requirements may lead, at any moment and with provision of appropriate justification, to the student being excluded from admission to the Master's Programme by the Master's and Courses Office.

**2.4 Enrolment in the university Master's Programme cannot be completed in the case of simultaneous registration with a TFA (Active Training Internship), a PAS (Special Qualification Path), a Specialization Course for the didactic support of students with disabilities and with Study Courses at other Universities where required by their regulations.**

2.5 The number of places available for admission to the Master's Programme has been established at a minimum of 14 and a maximum of 30.

2.6 Students with disability percentages greater than or equal to 66% who declare an ISEE (Equivalent Economic Situation Indicator) value no greater than € 22,000.00 shall be admitted as surplus participants provided that they meet the requirements for admission to the Course and have passed the required selection processes.

Students to whom this paragraph refers are entirely exempted from paying the registration fees, and are not taken into consideration for the purpose of calculating the minimum number of course places to be filled. Unless otherwise determined by the competent body with appropriate justification, the latter may not constitute more than 10% of the total students; whatever the case, this number may not be less than 1.

In the event that the number of students meeting both the foreseen requirements should exceed the limit specified above, the benefit will be granted based on the admission ranking.

In the event that the number of applications for admission should not exceed the number of course places indicated in the selection notice, the Course's decision-making body will determine the objective criteria for granting the aforementioned benefits.

In order to apply for this benefit, the interested students must fill out the appropriate fields during the online procedure, and attach a photocopy of their disability certificate and an ISEE (Equivalent Economic Situation Indicator) self-certification showing that their family unit does not have an income value greater than € 22,000.00.

Applicants with disabilities pursuant to Italian Law no. 104 of 5 February 1992, and the subjects referred to by Italian Law 68/1999 and 170/2010, must contact the Disability Accommodation and Learning Disability Services Office – no. 55 Via Banchi di Sotto – Siena, Italy – Tel. +39/0577/235415.

2.7 80 university credits are required to follow the Master's Programme, which lasts 12 months.

2.8 The course is offered with the support of TEXT 100 Italy srl.

### **Submission of applications**

3.1 The admission application must be made **no later than 7 December 2018** exclusively online through the University of Siena website <https://segreteriaonline.unisi.it>. Applications will no longer be accepted after this deadline.

### **3.2 Instructions for completing the application**

a) before completing the application, it is necessary to login to the system:



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- I. by clicking on “Registration” (only if you do not have an active or previously existing account with the University). Once the registration process has been completed, you will be issued a **username** and **password** that can be used to log in to the system in order to access the services offered and modify the data entered. Your login credentials will be shown on the screen, can be printed from the registration confirmation page, and will be sent by email to the private e-mail address indicated during the procedure.

otherwise, if you already have an active or previously existing account with the University

- II. by clicking on the “Recover UNISIPASS credentials” (if you have forgotten your username and/or password)
- b) after having logged in with your credentials (if you have another account, select it to continue), click on the “Secretariat” menu and choose the “Admission Test” item
- c) choose the course type
- d) choose the course in which you wish to pre-register
- e) complete the application

Once the procedure has been completed, the system issues the application confirmation for the selection process.

3.3 During the online process, applicants **must** attach the following documents in the “**Qualifications and assessment documents management**” section:

- CURRICULUM VITAE ET STUDIORUM
- ANY PUBLICATIONS
- ANY OTHER QUALIFICATIONS: self declarations of certificates of intermediate or greater of knowledge of foreign languages; documents (contracts, employer's letters, payslips, etc.) attesting to work experience in the field covered by the Master's programme; self declarations of diplomas and professional qualifications, master's diplomas, PhD certificates, and/or postgraduate diplomas.;
- the file containing the declaration in lieu of certification regarding the possession of the qualifications required for those who have obtained the qualification envisaged under art. 5 of Italian Law no. 251/2000 pursuant to art. 2, paragraph 2 of this notice, provided that the candidate also holds a diploma for a high-school programme with a duration greater than five years. To this end, the forms published at the following link <http://www.unisi.it/didattica/corsi-post-laurea/master-universitari/modulistica-e-documentazione-master> must be duly completed and signed. Furthermore, during the enrolment procedure the candidates must also choose the “Generic healthcare qualification hospital or similar” option in the section titled “Details of required qualifications”, and then choose “Issuing structure not codified” in the “Codified issuing structure” section;
- for students with disability percentages greater than or equal to 66% only: a self-certification indicating an ISEE (Equivalent Economic Situation Indicator) income value no greater than € 22,000.00 for their family unit.
- only for holders of qualifications obtained abroad:
  - **for non-European Union citizens residing abroad**, a copy of the qualifications obtained abroad indicating the legal duration of the courses;
  - **EU and equivalent candidates**, a copy of the qualifications translated into Italian, authenticated, legalised and provided with the declarations of value required.

**As of 1 January 2012, with the entry into force of Article 15 of Italian Law 183/2011, administrations can no longer accept certifications issued by other Public Administrations or by public service operators with**



**regard to states, personal qualities, and facts. The certificates are always replaced by declarations in lieu of certification or by affidavits.**

Please note that documentation NOT EXPRESSLY REQUESTED by this announcement and attached through the online registration procedure, will not be taken into consideration for evaluation by the competent selection board.

3.4 Candidates of foreign citizenship and EU citizens with an academic qualification obtained abroad are obliged, during the online procedure, to attach the qualifications indicated in Article 4 hereunder.

Non-EU citizens residing in Italy must also provide a copy of the residence permit.

If the user is unable to perform the online procedure, he/she can consult the International Place – Integrated International Service Desk (Mon-Fri 09:30 - 13:00 Tue and Thu also 15:00 - 17:00) by calling the freephone number 800-221-644 (from an Italian landline only) or telephone + 39-0577-232111, or by sending an e-mail to [internationalplace@unisi.it](mailto:internationalplace@unisi.it).

The International Place also offers assistance to international students (accommodations, permits, healthcare, and language support).

3.5 It is not permitted to make generic reference to documents and qualifications submitted to this Administration as attachments to applications for admission to other courses.

3.6 The Administration shall not bear any responsibility for any lack of communication resulting from incorrect contact information provided by the applicant or the applicant's failure or delay in providing a change of e-mail or mailing address, nor for any problems attributable to third parties, unforeseeable circumstances, or force majeure events.

3.7 Applications submitted with incomplete or incorrect documentation will be rejected

3.8 Based on their individual needs, applicants with disabilities pursuant to Italian Law no. 104 of 5 February 1992, and the subjects referred to by Italian Law 68/1999 and 170/2010, must make specific requests regarding any assistance required and the potential need for additional time in order to take any admission tests. For this purpose, they must contact the Disability Accommodation and Learning Disability Services Office – no. 55 Via Banchi di Sotto – Siena, Italy – Tel. +39-0577-235415.

#### **Rules for candidates of foreign citizenship and for EU citizens with an academic qualification obtained abroad**

4.1 candidates with an academic qualification obtained abroad that is equatable for enrolment purposes by level, nature, content and academic rights (access to further courses) to the Italian qualification required for admission to the chosen course, may request enrolment. Registration, however, remains subject to verification of the study documentation's compliance, for the sole purpose of enrolment, by the I and II level Courses Division, and to passing the respective admission tests/evaluation of qualifications, where provided.

4.2 **EU and equivalent candidates** holding qualifications obtained abroad must attach them to the admission application, duly completed by the Italian representatives in the country regulating the institution that issued the qualification. These qualifications must be translated into Italian, authenticated, legalised and provided with the declarations of value required.

**Non-EU citizens residing abroad** must present a copy of the admission application along with copies of the qualifications obtained abroad that indicate the legal duration of the course. The University of Siena reserves the right to request a translation from the candidate.

For courses where enrolment in a professional Register/Order is also required, the relative certificate in original or certified copy together with the Italian translation must be presented.



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4.3 Upon enrolment, **the originals of the qualifications** must be attached (translated, authenticated, legalised and provided with the expected value declarations) completed by the Italian Representatives for the territory, without which enrolment will not be completed.

**For non-EU citizens it is also** obligatory to present a copy of the receipt of the application for a residence permit or a copy of the valid residence permit.

**Non-EU citizens residing abroad** must also present a copy of the passport with a specific entry visa for non-tourist reasons.

4.4. The provisions for access to the course by candidates of foreign and EU citizenship with an academic qualification obtained abroad can be found on the website of the Ministry of Education, University and Research <http://www.studiare-in-italia.it/studenti stranieri/>.

### Evaluation and tests

5.1 If the number of applications for admission received are fewer than the number of places available, the selection test will not be carried out, and the applicants will be contacted directly for registration.

5.2 If, on the other hand, the number of applications for admission is greater than the number of places available, admission to the Course will be determined via assessment of the curriculum vitae et studiorum submitted by each candidate, and the establishment of a merit-based ranking. Qualifications falling under any one of the following categories will be taken into consideration:

- Educational Qualifications 22/30
- Specialised diplomas or certificates and professional qualifications 2/30
- Other qualifications 6/30

The evaluation of the curricula will take place on 18/12/2017.

In order to gain admission, the applicant must obtain a score of at least 18/30.

5.3 The criteria for the evaluation of these qualifications will be established beforehand by the competent body during the first meeting.

5.4 The commission must prepare a summary sheet for each applicant containing a detailed list of his/her qualifications divided into the various categories and the corresponding scores.

5.5 Admission will be granted to the applicants with the highest rankings.

5.6 In the case of equal merit rankings among multiple applicants meeting the acceptance criteria, the youngest will be admitted.

5.7 In the event that an applicant should waive his/her admission, the applicant with the next highest ranking shall be admitted. Replacements will be made in this manner up until the beginning of the courses.

### Registration

6.1 The Master's and Courses Office will send specific notification to each applicant admitted to the Master's Programme via the private email address indicated during the online registration process, indicating the deadline by for registration with the "Online Secretariat" service.

Alternatively, notification may be sent by regular mail, telegram or fax.

Once the procedure has been completed, the system generates the payment form for the first instalment of the tuition fees, in the amount established under para. 2 of this article.

The surplus students indicated under art. 2 paragraph 6 are exempt from the payment of tuition fees, but will nevertheless be required to pay the telematic stamp duty in the amount of € 16.00 using the MAV pre-printed payment slip.

The MAV form in question is a payment slip that can be printed and used at any bank in Italy.

The student can also pay the tuition fees online via credit card.





The payment confirmation is normally received by Esse3 (the computer system that manages the students' accounts) within 48 hours.

Once the online procedure has been properly completed, the student can print the registration confirmation.

**The registration only becomes effective once the fee has been paid. Those who are found not to have paid the fee at the beginning of the courses will have their accounts closed due to forfeiture.**

Candidates of foreign and EU citizenship with an academic qualification obtained abroad must, on pain of exclusion from the course, deliver or post the following documents to the Master's and Courses Office within the deadline indicated in the notification:

- a) original qualifications stipulated in Art 4 above for candidates of foreign and EU citizenship with an academic qualification obtained abroad;
- b) copy of the residence permit for non-EU citizens as per Art. 4 paragraph 1;
- c) Non-EU citizens residing abroad must also present a copy of the passport with a specific entry visa for non-tourist reasons.

The original documents referred to in point "a" must be delivered or posted to the Master's and Courses Office, no later than 6 months from the start of the course, under penalty of forfeiture. Until this moment, foreign students or students with a qualification obtained abroad will be considered "provisionally enrolled".

The registration process is only considered to be effectively completed once it has been verified that the applicant has met the Course prerequisites. Up until that time, the applicant's registration is to be understood as provisional.

The Administration shall not bear any responsibility for any lack of communication resulting from incorrect contact information provided by the applicant or the applicant's failure or delay in providing a change of e-mail or mailing address, nor for any problems attributable to third parties, unforeseeable circumstances, or force majeure events.

Pursuant to Article 75 of Italian Presidential Decree no. 445 of 28/12/2000, and without prejudice to the provisions of Art. 76 in criminal matters, in the event that verification of the declarations in lieu of certification should reveal any falsehoods, the applicant in question shall forfeit any benefits resulting from the false declaration itself.

6.2 The registration fee amounts to € **4000**, excluding any additional bank fees and commissions. This sum must be paid in two instalments:

- 1) the first instalment in the amount of € **2000**, to which the amount of € 16.00 will be added for the payment of the electronic stamp duty, to be paid at the time of enrolment with the form specifically downloaded during the online procedure.
- 2) the second instalment, of € **2000**, no later than **31/03/2019**, and its MAV stamp must be printed directly by the student by accessing the web page <https://segreteriaonline.unisi.it> using their own Unisipass. No further communication will be provided regarding this deadline.

If paid via MAV is recommended to send a copy of the fee payment slip to the Master's and Courses Office by e-mail (master-corsi@unisi.it) or by fax in order for the procedure to be completed quickly and without any problems. Proper enrolment in University of Siena courses is subject to payment of the amounts due; payment of the first instalment secures registration.

6.3 As the Course falls within the scope of the University's institutional activities, and not its commercial activities, the fees are not subject to V.A.T., and therefore no invoice can be issued.

6.4 In the event that the minimum number of students indicated under Art. 2 paragraph 5 of this notice should not be reached, the course will not be held and the Administration will arrange for the



reimbursement of the registration fee, excluding the amount of €16.00 paid for electronic stamp duty.

### **University Master's administrative bodies**

7.1 The University Master's administrative bodies are:

- the Director, elected by the Academic Board from among the professors of the University of Siena;
- the Faculty Board, composed of the heads of the disciplinary areas of the University Master's Programme and chaired by the Director
- Board of Directors elected by the Academic Board from its members and chaired by the Director.

### **Training course**

8.1 Attendance is mandatory. Justified absences are permitted up to a maximum of 20% of the planned internships, traineeships and educational activities.

8.2 The Master's Programme will begin at the start of January 2019 and finish at the end of January 2020. However, the Master's degree must be achieved no later than 3 months after the conclusion of the courses, otherwise the studies will lapse.

8.3 The calendar will be notified by the Master's Programme Directorate.

8.4 Teaching activities will be held at the following locations:

- The Department of Social, Political, and Cognitive Sciences, Via Roma 56, Siena, Italy;

8.5 The courses will be held in: ITALIAN and ENGLISH. A good knowledge of both languages is required.

The training course consists of the following areas of study:

### **COMMUNICATION, MARKETING, MEDIA**

Credits = 24

Supervisors: GIOVANNI MANETTI, MAURIZIO MASINI, GIULIA ADRIANA CERIANI and GAETANO TORRISI

Training Programme:

CORPORATE COMMUNICATION Credits = 2 (SECS-P/08 - economics and business management)

INTERNAL COMMUNICATION AND ORGANIZATIONAL RELATIONSHIPS: FROM LISTENING TO GENERATING VALUE Credits = 2 (SECS-P/08 - economics and business management)

MARKETING Credits = 4 (SECS-P/08 - economics and business management)

ADVERTISING MANAGEMENT Credits = 2 (SPS/08- sociology of cultural and communication processes)

THEORIES OF PUBLIC OPINION AND NEWSMAKING Credits = 1 (SPS/08- sociology of cultural and communication processes)

INTRODUCTION TO COMMUNICATION Credits = 3 (M-FIL/05-philosophy and theory of languages)

THEORIES AND MODELS OF COMMUNICATION Credits = 1 (M-FIL/05-philosophy and theory of languages)

INTRODUCTION TO DIGITAL TECHNOLOGIES: THE MULTIMEDIA AND MULTICHANNEL NATURE OF COMMUNICATION Credits = 3 (ING-INF/05 - information processing systems)

THE MARKETING PLAN Credits = 5 (SECS-P/08 - economics and business management)

NEUROMARKETING Credits = 1 (SECS-P/08 - economics and business management)

### **BUSINESS COMMUNICATION TOOLS**

Credits = 23

Supervisors: PAOLO BERTETTI, ALESSANDRO LOVARI and ANTONIO GNASSI

Training Programme:

INTRODUCTION TO DIGITAL COMMUNICATION. MEDIA ECOLOGY & TRANSMEDIA STORYTELLING Credits = 2



(SPS/08 - sociology of cultural and communication processes)

ANALYSIS OF ADVERTISING DISCOURSE Credits = 2 (M-FIL/05-philosophy and theory of languages)

SOCIAL MEDIA OPTIMIZATION, ARTICLE MARKETING AND ENGAGEMENT STRATEGIES Credits = 2 (SPS/08- sociology of cultural and communication processes)

VISUAL IDENTITY AND CONSUMER VALUES Credits = 1 (M-FIL/05-philosophy and theory of languages)

THE MARKETING AND COMMUNICATION OF FOOD Credits = 1 (SECS-P/08 - economics and business management)

PUBLIC RELATIONS Credits = 3 (SECS-P/08 - economics and business management)

EVENT MANAGEMENT Credits = 2 (SECS-P/08 - economics and business management)

LANGUAGES OF THE SOCIAL WEB Credits = 3 (SPS/08 - sociology of cultural and communication processes)

SOCIAL MEDIA FOR CORPORATE COMMUNICATIONS AND MARKETING Credits = 2 (SPS/08- sociology of cultural and communication processes)

WEB MARKETING STRATEGIES AND TECHNIQUES Credits = 1 (SECS-P/08 - economics and business management)

WEB & MOBILE UX Credits = 1 (SECS-P/08 - economics and business management)

COMMUNICATION AND PROMOTION MATERIALS Credits = 3 (SPS/08- sociology of cultural and communication processes)

## **WORKSHOPS**

Credits = 4

Supervisors: LUCIA CICIRIELLO and JACOPO PASQUINI

Training Programme:

DIGITAL PHOTOGRAPHY WORKSHOP Credits = 0.33 (L-ART/06 - film, photography and television)

BRAND EXPERIENCE DESIGN. WEBSITE AND MOBILE SITE DESIGN Credits = 0.67 (ICAR/13 - industrial design)

LINGUISTIC AND INTERCULTURAL COMMUNICATION WORKSHOP Credits = 0.34 (M-FIL/05-philosophy and theory of languages)

GRAPHIC DESIGN AND PRODUCTION WORKSHOP Credits = 1 (ICAR/17 - design)

WORK ORIENTATION MEETING Credits = 0.66 (SECS-P/08 - economics and business management)

PUBLIC SPEAKING WORKSHOP Credits = 0.66 (SECS-P/08 - economics and business management)

SOCIAL MEDIA AND COMMUNITY MANAGEMENT WORKSHOP Credits = 0.34 (SPS/08- sociology of cultural and communication processes)

## **CASE HISTORIES AND MEETINGS WITH PROFESSIONALS**

Credits = 5

Supervisors: GIUSEPPE SEGRETO and ANDREA POLO

Training Programme:

BRAND POSITIONING AND RETAILING. THE CASE OF IKEA Credits = 0.2 (SECS-P/08 - economics and business management)

PR ONLINE: THE CASE OF FACILE.IT Credits = 0.3 (SECS-P/08 - economics and business management)

MANAGEMENT OF THE CREATIVE PROCESS AT AN ADVERTISING AGENCY Credits = 0.2 (SECS-P/08 - economics and business management)

FUND RAISING AND MARKETING IN THE TERTIARY SECTOR: THE CASE OF DOCTORS WITHOUT BORDERS Credits = 0.2 (SECS-P/08 - economics and business management)

DIGITAL TOURISM MARKETING AND WEB COMMUNICATION. THE CASE OF FONDAZIONE SISTEMA TOSCANA Credits = 0.2 (SECS-P/08 - economics and business management)



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BRANDING. MODELS AND CASE HISTORIES Credits = 0.3 (SECS-P/08 - economics and business management)  
WEB DESIGN, SOCIAL MEDIA, DIGITAL PR. THE EXPERIENCE OF DOING Credits = 0.3 (SECS-P/08 - economics and business management)

PRINCIPLES, CONFLICTS AND COMMUNICATION STRATEGIES IN BUSINESS; THE CASE OF PITTI IMMAGINE Credits = 0.3 (SECS-P/08 - economics and business management)

BUSINESS TO BUSINESS COMMUNICATION Credits = 0.2 (SECS-P/08 - economics and business management)

THE COMMUNICATIONS OF GENERAL ELECTRIC Credits = 0.2 (SECS-P/08 - economics and business management)

MEETINGS WITH COMMUNICATIONS PROFESSIONALS Credits = 2 (SECS-P/08 - economics and business management)

MARKET SURVEYS AND RESOLVING POSITIONING AND COMMUNICATION PROBLEMS Credits = 0.6 (M-FIL/05 - philosophy and theory of languages)

The educational activities in the following areas require skills relating to the marketing and communications professions: Workshops, Case histories, and Meetings with professionals. The same is true of the following individual training activities: • theories of public opinion and newsmaking • theories and models of communication • the marketing plan • analysis of advertising discourse • market surveys and resolving positioning and communication problems • social media for corporate communication and marketing • web marketing strategies and techniques • social media optimization, article marketing and engagement strategies • web & mobile ux • public relations. The following educational activities require special skills in specific fields of research and teaching not offered by professors at the University of Siena: Corporate communication; internal communication and organizational relationships; marketing; visual identity and consumer values; event communication; introduction to digital communication: media ecology and transmedia storytelling; languages of the social web; communication and promotion materials.

### **Internships**

Credits = 12

Internship Supervisors: MAURIZIO MASINI and GIUSEPPE SEGRETO

Having now reached its thirteenth edition, this Master's programme facilitates job placement for its students thanks to an extensive network of relationships that have been consolidated over the years with the "Human Resources", "Communication" and "Marketing" managers of various businesses, advertising agencies, consulting firms, non-profit organizations, and government agencies. This network allows the students of the Master's programme to undertake truly educational internship experiences. In fact, the internships are the result of a thorough evaluation process, which combines the offerings of various corporate partners with the students' individual interests and profiles. This creates the perfect conditions for testing the skills learned by the students in the classroom, and for carrying out a work project in the field of marketing and communication, which can be subsequently shared with and explored in greater depth alongside the professors' of the Master's programme itself.

The MCI website (<http://www.mastercomunicazioneimpresa.it/didattica/aziende/>) contains a list of the companies and institutions that have offered internships during past editions. The companies that will be offering internships during the twelfth edition will be determined in due course, based on the students' interests, aspirations, and aptitudes, as well as the availability of the various corporate partners involved.

Internship activities will be defined by a special programme drafted by the Faculty Board.

8.6 The master's course will include the following tests: Closed-choice test

Taking the intermediate tests does not confer University Credits (Credits) as they constitute an evaluation

element of the examining Commission in relation to the final exam.

### **Final exam**

9.1 The final exam, which confers 12 Credits will consist of:

- final thesis or report

9.2 The results of the final exam will be expressed based on a maximum score of one hundred and ten.

9.3 In order to take the final exam, the student must login to his/her “*Online Secretariat*” profile, click in the left-hand column on “*Graduation*”-“*Graduation Notice Board*” and follow the procedure by selecting the session present.

During the online procedure for obtaining the degree the student must have made the € 16.00 payment for the electronic stamp duty. This payment can also be paid upon matriculation.

For those enrolled in a university Master's degree it is mandatory to complete the AlmaLaurea Questionnaire.

### **Degree conferment**

10.1 As laid down in Art 6 of the Regulation concerning the Master's Programmes offered by the University of Siena, the Master's degree is awarded, following certification of the conclusion of the courses, signed by the Director General and by the Dean of the University of Siena.

Conferment of the Master's degree and relative credits are conditional on:

- a) payment of the entire registration fee;
- b) attainment of the minimum attendance percentage;
- c) passing the intermediate tests
- d) passing the final exam
- e) compilation of the AlmaLaurea questionnaire

10.2 Issue of the definitive certification to students who undertook the activities and fulfilled the obligations required, is subject to a special request to be made on the form available at the Master's and Courses Office.

Upon conclusion of the Master's Programme a scroll will be prepared, and while completing the procedure indicated in the previous article, payment of an additional € 16.00 for electronic stamp duty is required.

### **Withdrawal from the Master's course**

11.1 A student may withdraw from the study programme provided that he/she is up to date with the payment of the fees owed as of the date that the withdrawal application is submitted, using the form available on the website link [http://www.unisi.it/sites/default/files/allegati/modulo\\_rinuncia\\_corsi\\_master\\_4.pdf](http://www.unisi.it/sites/default/files/allegati/modulo_rinuncia_corsi_master_4.pdf)

11.2 Non-payment of fees and contributions does not constitute a tacit renunciation of studies: the student who does not pay the instalments due cannot pursue any academic programme, and also cannot terminate his/her relationship with the University and cannot enrol in other courses.

11.3 Withdrawal does not entitle the student to receive any reimbursement for the fees paid.

### **Changes to the notice**

12.1 Any changes to this notice will be posted on the University's online register ([www.unisi.it](http://www.unisi.it)) and on the University's specific postgraduate web pages.

12.2 The Master's Programme Director is responsible for notifying the entitled parties of any changes to this



notice.

### **Insurance coverage**

13.1 As the administrative office of the Master, the University of Siena will provide insurance coverage for civil liability and accident insurance for students enrolled at its premises.

The University of Siena also guarantees students the same insurance coverage for the compulsory traineeship activities of the University Master's Programme carried out at facilities other than those of the university, indicated in the notice or subsequently identified after formal agreement between the parties.

Risks not covered by the university policy will be incumbent on the host structures or, if not, on the student.

### **Processing of personal data**

14.1 The processing of candidates' personal data is carried out by the University of Siena exclusively for institutional purposes and for the purposes of managing this notice. Information on the processing of Students' personal data can be acquired in the Privacy section of the University Portal <https://www.unisi.it/ateneo/adempimenti/privacy>

14.2 The University undertakes to respect the confidential nature of the data and information provided by the Candidate, which will be processed in accordance with EU Regulation 2016/679 on the protection of personal data and Legislative Decree no. 196/2013 Privacy Code, for provisions that are not incompatible with the Regulation. The Data Controller is the University of Siena, legally represented by the Incumbent Dean, Prof. Francesco Frati.

The Candidate may assert his rights (Articles 15 and subsequent of the EU Regulation) by contacting the Data Controller by writing to the certified email: [rettore@pec.unisipec.it](mailto:rettore@pec.unisipec.it), or e-mail [segreteria.rettore@unisi.it](mailto:segreteria.rettore@unisi.it); 14.3 The provision of data is mandatory for the management of the relationship between the Student and the University (eg: selection, admission, enrolment, university career management, etc.). Refusal to allow said processing will lead to exclusion from the notice.

### **Process Manager**

15.1 Pursuant to articles 4, 5 and 6 of Italian Law no. 241/1990, as amended, the Procedure Manager is hereby identified as Dr. Paolo Genovese, manager of the Master's Programme and Courses Office at the University of Siena.

### **Final provisions**

16.1 For all matters not covered by this notice, please refer to the Regulation on University Master's Programmes and the internal rules and regulations of the University of Siena, as well as the applicable national legislation for the sector.

Siena, digital signature date

The Dean  
Francesco Frati



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Approved by  
The Process Manager  
Paolo Genovese

Approved by  
Incumbent Director General  
Giovanni Colucci