

**COMMUNICATION SCIENCES, INFORMATION AND MARKETING**  
**Three-year Degree Course**

**Class 14 Degree**  
**Communication Sciences**

**FACULTY OF HUMANITIES**



DIRECTOR OF DEGREE COURSE

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### REQUIREMENTS FOR ACCESS

- Secondary school diploma or any equivalent diploma obtained abroad having the same validity. Good general knowledge and skills of analysis and synthesis.
- Restricted entry
- Candidates, subject to an interview with the Faculty Careers Office, will be accepted until the closed number is reached, according to the order in which the applications are received by the Students' Office
- Enrolled students must do an English language entry test to determine their level of language.

### DEGREE COURSE PROFILE

The subject teaches the fundamental aspects of communication phenomena using a highly interdisciplinary approach, in micro and macro contexts. The courses are aimed at giving a solid general culture on which to found the knowledge of the theoretical instruments of Communication, Information and Marketing Science techniques, the research methods of the media system and cultural productions.

### PROGRAMMES

- Cultural Communication and Forms of the Performing Arts
- Company Communication, Marketing and Advertising
- Public Relations and Political Communication
- Publishing and Journalism

The syllabus chosen will be stated in the final degree certificate.

### OBJECTIVES OF THE COURSE

Development and acquisition of the basic competences and specific skills in the different communication sectors, to prepare professional figures to work in the various sectors of the cultural industries (publishing, cinema, theatre, radio, television, new media) of public bodies and communication companies and agencies.

### PROFESSIONAL OBJECTIVES

#### **Cultural Communication and Forms of the Performing Arts**

Development and acquisition of the skills necessary for the production of texts for the media industry (screenplays, story-boards, videos etc.) and for the national heritage sector; acquisition of the skills needed for artistic direction.

#### **Company Communication, Marketing and Advertising**

Development and acquisition of the skills for the management and assessment of activities carried out in the different sectors of company and marketing communication and the management of advertising campaigns, also in relation to the new information technologies.

### **Public Relations and Political Communication**

Development and acquisition of the competences for the work of communication and public relations in political organisations, the Civil Service and companies.

### **Publishing and Journalism**

Development and acquisition of the skills necessary for editorial and journalistic work, also in audiovisual sectors; development and acquisition of the competences relative to the new information technologies.

## **CAREER OPENINGS**

### **Cultural Communication and Forms of the Performing Arts**

The mass-media industry, artistic heritage and cultural entertainment sector, public and private bodies, cultural institutes and research centres.

### **Company Communication, Marketing and Advertising**

Areas of marketing, communication and external relations of companies and public organisations, publicity agencies, marketing and communication consultancy.

### **Public Relations and Political Communication**

Institutions and the Civil Service, URP, Political Parties, territorial Communication, Cultural Policies also within the EU.

### **Publishing and Journalism**

Print media and radio-television journalism, traditional and multi-media publishing.

## **PROFESSIONAL PROFILES**

Author of multi-media materials (texts, story lines, videos, programmes) for radio and television, cinema and theatre; Organiser and Producer of cultural events (art, shows, music, fashion); institutional Communicator; marketing expert, Product Manager, Advertising agent (accounts, copywriter, art director); Responsible for the public relations of national and international organisations; Journalist; Responsible for relations with the media; Expert in the management of editorial companies.

## **LUMSA SPECIALIST DEGREES HAVING DIRECT ACCESS**

### **Cultural Communication and Forms of the Performing Arts Syllabus**

- Cultural Production, Publishing and Journalism (LS 73)

### **Company Communication, Marketing and Advertising Syllabus**

- Company Communication (LS 59)

### **Public Relations and Political Communication Syllabus**

- Public Administration Sciences (LS 71)

### **Publishing and Journalism Syllabus**

- Publishing and Journalism (LS 13)

## DIDACTICS

The course is taught through lectures, interdisciplinary seminars, meetings with experts, laboratory sessions according to syllabus, project work also in collaboration with external organisations, internships in companies, research institutes and agencies, schools for journalism, (LUMSA News Press Agency) first-hand experience from guest lectures given by professionals and experts working in the world of cultural communication.

## SERVICES

- LUMSA News press agency for internal training practice
- Financial aid for students allocated by the LUMSA Board of Directors
- "Giorgio Petrocchi" Faculty Library equipped with computers for on-line bibliographical research
- Computer Centre for University Didactics (CIDA) and possibility of ECDL certificate courses (European Computer Driving License)
- University Language Centre (CLA) and possibility of PET (Preliminary English Test) certificate
- Centre for the University Pastoral Mission
- Computing Laboratory
- Sound Editing Laboratory
- Video Editing Laboratory
- Masters Degree Office, Postgraduate Courses and School of Specialisation for the Legal Professions
- Assistance for disabled students
- Tutorship: guides and assists students in didactics for the entire duration of their studies
- Office for the Right to Study: gives assistance to students by means of the allocation of services and grants with open competitions financed by the Lazio Region
- Bursar's Office
- Faculty Careers Office: assists and guides students for the entire duration of their studies with meetings, interviews and additional recreational-cultural activities
- International Relations Office: facilitates and promotes mobility of students in EC programmes
- Students' Office
- Traineeship Office
- Universitas – LUMSA Graduates Association

## CENTRE

### FACULTY OF HUMANITIES

Via della Traspontina, 21 – 00193 Roma

Tel. 06-684221 Fax 06-6878357

[lettere@lumsa.it](mailto:lettere@lumsa.it)

## CAREERS OFFICE

### Faculty Careers Office

Via della Traspontina, 21 – 00193 Roma

Tel./Fax 06-68422243

[orientamento@lumsa.it](mailto:orientamento@lumsa.it)

**Programme**  
**CULTURAL COMMUNICATION AND FORMS OF THE PERFORMING ARTS**

**REQUIREMENTS FOR ACCESS**

- Secondary school diploma or any equivalent diploma obtained abroad having the same validity. Good general knowledge and skills of analysis and synthesis.
- Candidates, subject to an interview at the Faculty Careers Office, will be accepted until the closed number is reached, according to the order in which the applications are received by the Students' Office

**OBJECTIVES OF THE COURSE**

Development and acquisition of the skills for the production of texts for the media industry (screenplays, story-boards, videos etc.) and for the national heritage sector; acquisition of the competences needed for artistic direction.

**CAREER OPENINGS**

The professional training acquired enables graduates to find employment in the mass-media industries, the artistic heritage and cultural entertainment sector and in research institutes.

**PROFESSIONAL PROFILES**

Graduates in the Cultural Communication and Forms of the Performing Arts syllabus develop the skills to work as authors of multi-media materials (texts, story lines, videos, programmes) for radio and television, cinema and theatre; researcher, organiser and producer of cultural events (art, performing arts, music, fashion).

**DIDACTICS**

The course is taught through lectures, interdisciplinary seminars, meetings with experts, laboratory sessions, project work also in collaboration with external organisations, internships in companies, research institutes and bodies, first-hand experience in guest lectures by professionals and experts working in the world of cultural communication and the different forms of the performing arts.

**SYLLABUSES**

**1<sup>st</sup> year**

- Italian linguistics + Introduction to writing
- Language and translation (English language)
- Computer skills
- General sociology
- Methodology of social research
- General linguistics
- Public law and cultural pluralism
- Contemporary history
- Cognitive psychology
- Theology

2<sup>nd</sup> year

- Sociology of communication + Mass media
- Semiotics
- Language and translation (Spanish language)
- History and criticism of the cinema
- Semiology of the audiovisual media
- Techniques of the new media
- Ethics of communication
- Political economy
- Optional activities
- Laboratories, project work and internship

3<sup>rd</sup> year

- Information and communication law
- Theory and techniques of radio and television language
- Italian literature
- Anglo- American language
- Production and organisation of the performing arts
- History of contemporary art
- Optional activities
- Laboratories, project work and internship
- Final examination

**Programme**  
**COMPANY COMMUNICATION, MARKETING AND ADVERTISING**

**REQUIREMENTS FOR ACCESS**

- The syllabus is organised autonomously and therefore students must indicate their option at the moment of enrolment
- Secondary school diploma. Good general knowledge and skills of analysis and synthesis.

**PROFESSIONAL OBJECTIVES**

The syllabus aims at developing the following skills:

- specific skills for the development, management and assessment of activity carried out in the different contexts of company communication and marketing
- specific skills for the management of advertising campaigns also in relation to the opportunities offered by the new communication technologies

**CAREER OPENINGS**

Communication and External Relations Area of companies and public, national and international organisations, advertising agencies, marketing consultancy and communication.

**PROFESSIONAL PROFILES**

Manager of communication flows to different publics,  
Marketing expert, Brand e Product Manager, Advertising agent  
(accounts, copywriter, art director), expert in multi-media and Internet communication.

**DIDACTICS**

The course is taught through lectures and practical exercises, and also foresees:

- meetings and first-hand experiences
- laboratories on the topics of communication and marketing
- marketing game
- project work, in collaboration with external organisations

**SYLLABUS**

**1<sup>st</sup> year**

- Italian linguistics + Introduction to writing
- Language and translation (English language)
- Computer skills
- General sociology
- Sociology of communication
- General linguistics
- Company economics
- Marketing
- Theology

## 2<sup>nd</sup> year

- Techniques of the new media
- Semiotics and company communication
- Political economy
- Economics and management of companies
- Communication law
- Ethics of communication
- Public relations
- Analysis and research into consumption
- Anglo-American language
- Optional activities
- Seminars and Laboratories

## 3rd year

- Language and translation (Spanish language)
- Theories and techniques of advertising
- Promotional techniques
- Analysis and management of the value of brands
- Marketing and organisation of events
- Communication in International Relations
- Optional activities
- Internships, seminars, laboratory
- Final examination

Approved by FERPI and ASSOREL

## **Programme** **PUBLIC RELATIONS AND POLITICAL COMMUNICATION**

### **REQUIREMENTS FOR ACCESS**

- Secondary school diploma. Good general knowledge and skills of analysis and synthesis.
- Students, subject to an interview at the Faculty Careers Office, will be accepted until the closed number is reached, according to the order in which applications are received by the Students' Office

### **OBJECTIVES OF THE PROGRAMME**

The programme in Public Relations and Political Communication develops the skills needed to work in communication and public relations in political organisations, public bodies and companies.

### **CAREER OPENINGS**

The skills acquired enable graduates to find career openings in public institutions, national and international political organisations, in the public relations sector and the corporate affairs office of big companies.

### **PROFESSIONAL PROFILES**

Graduates in the Public Relations and Political Communication Syllabus have the necessary skills to work in the different fields of institutional communication and in the public relations of national and international organisations

### **DIDACTICS**

The course is taught through theoretical lectures, practical exercises, first-hand meetings with professionals working in the sector of public and institutional communication. Internships are also envisaged in public bodies and URPs.

### **SYLLABUS**

#### **1<sup>st</sup> year**

- Italian linguistics + Introduction to writing
- Language and translation (English language)
- Computer skills
- General sociology
- Methodology of social research
- General linguistics
- Public law and cultural pluralism
- Contemporary history
- Cognitive psychology
- Theology

#### **2<sup>nd</sup> year**

- Semiotics
- Language and translation (Spanish language)
- History of contemporary political thought
- Techniques of the new media
- Ethics of communication
- Political economy I
- Political economy II

- Optional activities
- Laboratories, project work and internship

**3<sup>rd</sup> year**

- Sociology of communication + Theory of mass communication
- Information and communication law
- Theory and techniques of public communication
- History of international relations
- Anglo-American language
- Sociology of political phenomena
- Political communication
- Public relations
- Optional activities
- Laboratories, project work and internship
- Final examination

## **Programme PUBLISHING AND JOURNALISM**

### **REQUIREMENTS FOR ACCESS**

- Secondary school diploma. Good general knowledge and skills of analysis and synthesis.
- Students, subject to an interview at the Faculty Careers Office, will be accepted until the closed number is reached, according to the order in which applications are received by the Students' Office

### **OBJECTIVES OF THE PROGRAMME**

The programme in Publishing and Journalism is designed to develop the necessary skills for editorial and journalistic work, also in the audiovisual sector, and to guarantee the development of competences in the new information technologies.

### **CAREER OPENINGS**

The professional training acquired enables graduates to find employment in publishing, newspaper journalism, radio-television and multimedia journalism, in press offices and public relations.

### **PROFESSIONAL PROFILES**

Graduates in the publishing and Journalism syllabus have the necessary skills to work in press offices, newspaper editorial offices and publishing companies.

### **DIDACTICS**

The course is taught through theoretical lectures and practical exercises, together with first-hand meetings with professionals working in the sector of communication and information. Traineeships and work experience are also foreseen in radio, television and print media journalism, external or internal (LUMSA news press agency).

### **SYLLABUS**

#### **1<sup>st</sup> year**

- Italian linguistics + Introduction to writing
- Language and translation (English language)
- Computer skills
- General sociology
- Methodology of social research
- General linguistics
- Public law and cultural pluralism
- Contemporary history
- Cognitive psychology
- Theology

#### **2nd year**

- Sociology of communication + Mass media
- Semiotics
- Language and translation (Spanish language)
- History of contemporary political thought
- Techniques of the new media
- Ethics of communication

- Political economy I
- History of journalism
- Optional activities
- Laboratories, project work and internship

### 3rd year

- Information and communication law
- Theory and techniques of the language of journalism
- History of international relations
- Anglo-American language
- Sociology of political phenomena
- Geography
- Optional activities
- Laboratories, project work and internship
- Final examination