

**COMPANY COMMUNICATION
Specialist Degree Course**

**Class 59/S Degree
Advertising and Business Communication**

FACULTY OF HUMANITIES



DIRECTOR OF DEGREE COURSE

Prof. Pierfranco Malizia

E-mail: classe59@lumsa.it

REQUIREMENTS FOR ACCESS

- Three year class 14 LUMSA course: (Company Communication, Marketing and Advertising): direct access without debits
- Three year class 14 degree course at any other university or any other university degree, even obtained abroad having the same validity: access subject to verification of university credits
- Students with 30 or more debits are not admitted
- Restricted entry
- Students from other universities will be interviewed by the Careers Office which will give its approval
- Candidates are accepted until the closed number is reached, according to the order in which the applications are received at the Students' Office

DEGREE COURSE PROFILE

The specialist degree Course in Company Communication, starting with the study of the application of the instruments for each particular branch of communication and the methods of creative work, focalises on the operational and strategic management of the image and the activities of integrated business communication.

OBJECTIVES OF THE DEGREE COURSE

- Acquisition of the competences necessary for the management of external and internal communication flows of companies
- Acquisition of the competences needed in order to carry out organisational and management tasks of high responsibility, at the different levels and in the different organs of advertising agencies
- Acquisition of the technical and political competences needed for the planning of strategic integrated communication projects also relating to the new media

CAREER OPENINGS

Communication and External Relations Area of companies and public, national and international organisations; advertising agencies; Public Relations Agencies; events managements agencies; marketing and communication consultancy; organisational communication and internal relations of businesses and public organisations.

PROFESSIONAL PROFILES

The professional profiles concern all the business communication areas, such as Expert in integrated business communication and marketing, Expert in the management of the coordinated image, Expert in internal, external and organisational communication, multimedia Expert for business and advertising communication (accounts, copywriter, art director).

SYLLABUSES

1st year

- Institutional and crisis communication
- Sociology
- Visual languages of company communication
- Organisational communication
- Financial communication
- Commercial Law
- Economic history
- Optional activities
- Theology

2nd year

- Information systems for company communication
- Contemporary art and design
- Company communication
- Company social responsibility
- Statistics for company communication
- Laboratories and seminars
- Final examinations

THREE-YEAR LUMSA DEGREE COURSES HAVING DIRECT ACCESS (with no debits)

- Class 14 – Communication Sciences, Information and Marketing
(programme: Company Communication, Marketing and Advertising)

DIDACTICS

The specialist degree Course in Business Communication, Advertising and New Media, is taught through a combination of technical lectures, and also other activities among which laboratory practice, practical exercises, seminars, project work, work experience.

SERVICES

- LUMSA NEWS press agency
- Financial aid for students allocated by the LUMSA Board of Directors
- "Giorgio Petrocchi" Faculty Library
- Computer Centre for University Didactics (CIDA)
- University Linguistic Centre (CLA) and possibility of PET courses (Preliminary English Test)
- Centre for the University Pastoral Mission
- Sound Editing Laboratory
- Video Editing Laboratory
- Computing Laboratory
- Assistance for disabled students
- Tutorship
- Office for the Right to Study
- Bursar's Office
- Faculty Careers Office
- International Relations Office
- 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

CAREERS OFFICE

Faculty Careers Office

Via della Traspontina, 21 – 00193 Roma

Tel./Fax 06-68422243

orientamento@lumsa.it