

**CALL FOR SELECTION FOR THE DOUBLE TITLE DEGREE  
WITH THE GRIFFITH COLLEGE UNIVERSITY OF DUBLIN A.Y.2018-19**

**Double Title degree:**

**The Master's Degree in Marketing & Digital Communication (LM59) - LUMSA University**  
and  
**The Master's degree in International Business or Masters in Global Brand Management-**  
Griffith College University Dublin

It has been activated for the A.Y. 2018-19 a Double Title degree for students enrolled in the Master's Degree in Marketing and Digital Communication (LM59).

For the academic year 2018-2019, 3(three) places are available with scholarship of 2500 euros each. Selected students will undertake to spend a period of mobility at Griffith College University according to the terms defined in the agreement between Griffith College University and LUMSA.

**1. Participation requirements**

To participate in the selection for the Double Title degree, candidates must:

- be enrolled in the academic year 2017-2018 in the first year of the Master's Degree Program in Marketing and Digital Communication (LM59), (English course);
- have already acquired at least 20 credits on the expiry date of the call;
- produce, by the end of the application, a certificate of knowledge of English language equal or higher than level B2.

**2. Terms and conditions for submitting the application**

The interested parties must send the request for participation and the documents requested by e-mail addressed to [international@lumsa.it](mailto:international@lumsa.it) with the subject "Double Title Application" **by 11 June 2018 - 12.00 hours**. The following documents must be attached to the attached application form, duly completed and signed:

1. Certificate of enrollment with exams passed (internal use) in the first year of the Master's Degree in Marketing and Digital Communication
2. Certificate of English language proficiency
3. Motivational letter (maximum one page in length)
4. Copy of a valid identity document.

**3. Evaluation criteria and classification**

The Commission, made up of professors of the Master's Degree in Marketing and Digital Communication, will prepare the merit ranking based on the following evaluation criteria:

- English language level up to a maximum of 20 points,
- number of credits acquired up to a maximum of 20 points,
- average of the marks obtained up to a maximum of 15 points,
- motivational letter up to a maximum of 5 points.

At the end of the selection process, a merit ranking will be drawn up by summing the scores achieved by each candidate in the previous points.

The ranking will be published on the website of the International office by June 15, 2018 and no written communications will be sent.

#### **4. Acceptance**

The admitted students must send, by e-mail address [international@lumsa.it](mailto:international@lumsa.it) until June 26, 2018 the official acceptance and confirmation of their willingness to adhere to the Double Title degree, supporting the examinations required by the agreement (attached). The admitted students undertake to spend at least one semester plus the time necessary to prepare and discuss the final thesis, at Griffith College University Dublin. If the student return before the end of the mobility period, he/she must return the full amount of the scholarship.

#### **5. The scholarship**

The Double title degree Mobility Program A.Y. 2018 / 2019 will help to partially support the mobility of students with a scholarship of € 2500 each. The student is required to pay the enrollment fees at LUMSA for the academic year 2018-19; it is not required to pay taxes at Griffith College.

#### **6. Information pursuant to article 13 of legislative decree 30.06.03 n. 196 "Code regarding personal data"**

The LUMSA University will process the data provided exclusively for institutional purposes and in compliance with the legislation on the protection of personal data.

For Information:

*International Relations Office*

*Via delle Fosse di Castello, 7*

*00193 Rome*

*Tel. 06-68.422.975*

*Fax. 06-68.80.84.58*

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

Rome, 18 of May 2018

**P.S. NON-EU STUDENTS, IF SELECTED, SHOULD REQUEST THE VISA TO STUDY IN IRELAND.**

## Attached for MSc double degree

### 1. Programme Details and Regulations

Details of the GC MBA/MSc in “*International Business*” and MSc in “*International Business Management (Global Branding)*” programme are printed in the programme handbook.

From time to time the schedule of modules may change and some of these changes will, where appropriate, have been approved by QQI. These changes will be notified to LUMSA and an up to date version of the GC Course handbook will be maintained to reflect the current version of the programme.

Details of the LUMSA MSc in “*Marketing and Digital Communication*” programme are printed in the annual programme handbook.

In the same way LUMSA will notify GC of relevant changes to the LUMSA modules and regulations.

This will ensure that the curriculum mapping process and therefore the APL exemptions granted are current.

### 2. The courses (modules) followed by the LUMSA “*Marketing and digital communication*” students interested to “*International Business Management*” are as follows:

MSc in “*International Business Management*” at GC: The programme modules are set out in the table below for students travelling from LUMSA to DUBLIN

	Credits	Place to study (1 <sup>st</sup> semester)	Students obtain APL
Management Accounting and Control	5 credits		APL
eBusiness and eMarketing	5 credits		APL
International Marketing Management	5 credits		APL
Globalisation and Corporate Responsibility	5 credits		APL
Business Planning and Entrepreneurship	5 credits		APL
Globalisation and Regional Analysis	5 credits	GC	
Legal Environment and Corporate Governance	5 credits	GC	
Leadership and Management Development	5 credits	GC	
Technology and Business Innovation	5 credits	GC	
Strategic Human Resource Management	5 credits	GC	
International Strategy	5 credits	GC	
International Financial Management	5 credits	GC	
Total Taught	60 Credits	35 Credits	25 Credits
PLUS Dissertation	30 Credits		
TOTAL	90 Credits		

MSc in “Marketing and digital communication”: The programme modules are set out in the table below for students travelling from LUMSA to DUBLIN

### First academic year

Type of activity	Disciplinary field	Scientific area	Courses	ECTS	Place to study
TAF B – Core	Disciplines of public and business communication	SECS-P/8	Web marketing and digital advertising	12	LUMSA
		SECS-S/01	Communication metrics, web analytic and datamining	9	LUMSA
	Social, IT and language	SPS/08	Media planning and brand management	6	LUMSA
TAF C – Complementary	Integrative disciplines	SECS-P/07	Business planning and start up	9	LUMSA
		SECS-P/08	Customer Relationship Management and Marketing	6	LUMSA
TAF D – Elective		SECS-P/07	Corporate Social Responsibility	9	LUMSA
TAF F – Other	Further language knowledge		Business English	6	LUMSA
	Further knowledge useful for employment		Theology	6	LUMSA
				Project work: Marketing Plan	3

### Second academic year

Type of activity	Disciplinary field	Scientific area	Courses	ECTS	Place to study	EQUIVALENCE
TAF B – Core	Disciplines of public and business communication	SECS-P/8	Digital public relation	6	GC	International Strategy + International financial management
		SECS-P/10	Events Management	6	GC	Strategic Human Resource Management
		SPS/08	Digital writing and visual design	6	GC	Legal environment and corporate governance
	Social, IT and language disciplines	SPS-08	Sponsorship and fundraising	6	GC	Leadership and Management Development
		M-FIL/05	Web design	6	GC	Technology and business innovation
TAF F – Other	Further knowledge useful for employment		Project work: Lab Social Media Management e Web Analytic <i>or</i> Internship	3	GC	Business Research Methods
			Dissertation	21	LUMSA	
<b>Total ECTS first and second year</b>				<b>120</b>		

**3. The courses (modules) followed by the LUMSA “Marketing and digital communication” students interested to “International Business Management (Global Branding)” are as follows:**

MSc in “International Business Management (Global Branding)” at GC: The programme modules are set out in the table below for students travelling from LUMSA to DUBLIN

	Credits	Place to study (1 <sup>st</sup> semester)	Students obtain APL
Management Accounting and Control	5 credits		APL
e-Marketing and Marketing Metrics	5 credits		APL
International Marketing Management	5 credits		APL
Globalisation and Corporate Responsibility	5 credits		APL
Global Marketing Practice – Understanding the local	5 credits		APL
Global Marketing Practice – Understanding the global	5 credits		APL
Business Research Methods	5 credits	GC	
Global Marketing Methods and Mindsets	5 credits	GC	
Archetypes of Culture	5 credits	GC	
Analysing Story and Myth	5 credits	GC	
Strategic Human Resource Management	5 credits	GC	
International Strategy	5 credits	GC	
Total Taught	60 Credits	35 Credits	30 Credits
PLUS Dissertation	25 Credits		
Transmedia Story telling	5 Credits		APL
<b>TOTAL</b>	90 Credits		35 credits (APL)

MSc in “Marketing and digital communication”: The programme modules are set out in the table below for students travelling from LUMSA to DUBLIN

### First academic year

Type of activity	Disciplinary field	Scientific area	Courses	ECTS	Place to study
TAF B – Core	Disciplines of public and business communication	SECS-P/8	Web marketing and digital advertising	12	LUMSA
		SECS-S/01	Communication metrics, web analytic and datamining	9	LUMSA
	Social, IT and language	SPS/08	Media planning and brand management	6	LUMSA
TAF C – Complementary	Integrative disciplines	SECS-P/07	Business planning and start up	9	LUMSA
		SECS-P/08	Customer Relationship Management and Marketing	6	LUMSA
TAF D – Elective		SECS-P/07	Corporate Social Responsibility	9	LUMSA
TAF F – Other	Further language knowledge		Business English	6	LUMSA
	Further knowledge useful for employment		Theology	6	LUMSA
			Project work: Marketing Plan	3	LUMSA

### Second academic year

Type of activity	Disciplinary field	Scientific area	Courses	ECTS	Place to study	EQUIVALENCE
TAF B – Core	Disciplines of public and business communication	SECS-P/8	Digital public relation	6	GC	International Marketing + Global Marketing Methods and Mindset
		SECS-P/10	Events Management	6	GC	Strategic Human Resource Management
		SPS/08	Digital writing and visual design	6	GC	Management Accounting and control
	Social, IT and language	SPS-08	Sponsorship and fundraising	6	GC	Archetypes of Culture
		M-FIL/05	Web design	6	GC	Analysing Story and Myth
TAF F – Other	Further knowledge useful for employment		Project work: Social Media Management and web Analytic	3	GC	Business Research Methods
			Dissertation	21		
<b>Total ECTS first and second year</b>				<b>120</b>		