



LUMSA
UNIVERSITÀ

DIPARTIMENTO DI SCIENZE UMANE
COMUNICAZIONE,
FORMAZIONE E PSICOLOGIA

MASTER'S DEGREE in Marketing & Digital Communication – LM 59

Final Degree exam Guidelines

Details on the final assessment

The final degree exam of the Master's Degree is based on the discussion and the evaluation of a written dissertation (thesis). The dissertation is based on a subject chosen by the final-year student, related to a course the student has passed an exam on. The thesis must prove the student's critical thinking, as well as literary and technical-scientific maturity, specific of the cultural and professional figures of each Master's Degrees. The thesis is based on an individual research developed in various departments or public bodies, companies, external universities in partnership with Lumsa. The topic is assigned to the final-year student by a professor of one of the courses of the Master's Degree. The supervisor and the co-supervisor, appointed by the Head of the Department or by the President of the Master's Degree will follow the student production of the thesis and vouch for the work done.

Submission of the thesis topic

The form for the thesis assignment must be submitted to the Student Administration Office six month earlier than the graduation session. The topic of the final assessment must be also written in English. The thesis of the English Master's Degree students must be completely **in English**. **The thesis assignment form must be filled online following the instructions included in the file "Guidelines on how to fill out the form for thesis assignment", published on Lumsa website under the heading of every Master's Degree "Final assessment and degree thesis".**

Graduation Application

Students must submit their graduation application with stamp duty to the Student Administration Office, by each degree session deadlines. It is also possible, not later than 15 days after the deadline, to submit a delayed application of the degree thesis, explaining the reasons of the delay. It must be addressed to the University Rector. The payment of a € 100 fine must be attached.

On the Application the student must write the number of **the credits earned** when the application is submitted to the Student Administration Office. The student must write in the specific table the missing exams he has to pass before the graduation assessment. The **total amount** of the credits earned must be equal to or greater than what it is expected for the student's Master's Degree. If the application form is submitted after taking all the exams the student must write the credits related to the final assessment. To be admitted to the degree session the student must have passed the last exam **20 days before**.

As soon as the student passes the last study plan exam he/she must hand in his/her academic booklet to the Student Administration Office.

No exemptions will be granted for these rules.

The students who want to postpone the thesis discussion **have to write to the Student Administration Office**, and to the Department Office and submit their application for degree thesis, with stamp duty, for the following session; the application has to be submitted to the Student Administration Office within deadlines.

How to write the final dissertation, guidelines for the thesis:

The thesis must be written following graphic standards:

- Length: 80-120 pages, each page 30 lines, double sided (40-60 sheets), each 65-70 digits, Times New Roman font, size 12, page margins 3 cm each side, double spaced, A4 sheet;
- cover in thin cardboard;
- on the title page the most important information must be written: Università Lumsa, Dipartimento di Scienze della Formazione, ___Master's Degree. The title page of the English Master's Degree students must be in English (there is an example on Lumsa website);
- topic of the final discussion;
- Settore Specifico Disciplinare (SSD), only for the Italian Master's Degree students;
- title of the final thesis;
- name of the student;
- name of the supervisor;
- session and academic year.

The supervisor must check that the final dissertation complies with the graphic standards.

All the students must respect the law against plagiarism and act responsibly writing their final dissertation, avoiding the consequences of the above-mentioned crime, amongst which the invalidation of the degree.

Thesis submission to the Student Administration Office:

The student must submit to the Student Administration Office 4 thesis copies, with the title on the title page written in Italian and in English. The copies must be signed by the supervisor at least 20 days before the beginning of the discussion session. The Student Administration Office must stamp each copy. The student must give one of the stamped and signed copy to the supervisor and one to the co-supervisor.

Final Thesis Defence and Final Graduation and Mark:

The thesis discussion will take place in dates established by the Department Board, in front of a Commission appointed by the Head of the Department.

The Commission is composed by 7 members, among which are the supervisor and the co-supervisor, headed by the chief of the Commission, a regular professor of the Department.

The final graduation mark is given on the basis of 110 points and is awarded by the Commission on the proposal of the supervisor, as a result of the student's curriculum. The evaluation will consider the scientific maturity and the level of knowledge tested in the final discussion. The "lode" (cum laude) is proposed by the supervisor and is awarded only if all the members of the Commission agree on that. After the final discussion, the student gets the qualification of Dottore Magistrale.

The Commission can award from 0 to 7 points:

- 0-1 the thesis is fair;

- 2-3 the thesis is good;
- 4-5 the thesis is very good;
- 6-7 the thesis is excellent.

The board can add:

- 1 point for currently enrolled students;
- 1 point for students who profitably participate in the Erasmus program, but only if they have earned credits.

The graduating student can use computer facilities during thesis discussion, a technician will attend the exam session.

Procedures for students who participate in double degree programs:

The students who participate in double degree programs must refer to the agreement between Lumsa and the host University for thesis procedures.