UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Cultures and Societies

A.Y. 2020/2021

DEGREE COURSE IN MASS MEDIA AND INSTITUTIONAL COMMUNICATION SCIENCES
- SOCIAL MEDIA -

Characteristics

Class of Bachelor's Degree (BSc) on Communication (L-20)	3 YEARS	PALERMO	FREE ACCESS	2113

Educational objectives

The Degree Course in Mass Media and Institutional Communication Sciences prepares students to tackle and manage concrete issues related to the functioning of information processes within public and private companies and public administration facilities.

The Course aims at training students to organise and manage information and communication activities with various audiences and targets.

More specifically, the course provides skills related to the new communication and information technologies, ability to effectively communicate in Italian and in two foreign languages, one of which must be English.

The course educational objectives are:

- The acquisition of basic competences and specific skills related to public utility communication, knowledge of the current reforms of public administration with respect to public communication and skills related to information and communication technologies;

- The acquisition of basic competences and specific skills related to the techniques and tools of advertising communication;

- The acquisition of competences related to the (traditional and ITC mediated) communication and information activities at newsapers or press offices.

The Degree course focuses on the communication towards different audiences and targets, the new communication and information technologies, the ability to effectively use the Italian language and two foreign languages (one of which must be English).

More specifically, the thirs course year provides two curricula, the first of which more closely related to the profession of journalist, and the second one closely related to the analysis and management of Social Media.

Starting from adequate basic knowledge of the semiotic, linguistic and computer subjects, as well as of the csocial and media-related ones, the course becomes more methodological and operational, through mandatory class-sepcific educational activities, related tio the Communication methodologies, analysis, and techniques, to the human and economic-social Sciences, to legal, historical-political and philosophical subjects.

These teachings are accompanied by other educational activities with various thematic and disciplinary approaches, aiming at integrating the knowledge of economic.-social and media-related subjects with the study of close disciplinary areas, where communication is applied (History of Art, Cinema, Photography and Television, Musicology, Italian Linguistics, Literary Criticism and Comparative Literatures, Languages and Literatures, Political Philosophy), consistently with the needs of the labour market.

During the course, students witll experience first-hand, through training internship, the close observation of crucial issues and traits of their future professional role, following, in a logic of empowerment and according to the guidelines proposed during the educational planning or according to personal interests and skills, a professionalising path or the continuation of studies through 2nd cycle degree courses, of which the various professional laboratories offered within the course are preparatory as well as, at the access to the third year, the choice of one of the two curricula proposed.

In addition, 12 ECTS will be allocated to elective educational activities.

The more coherent continuation of the Degree Course in Communication Sciences for Media and Institutions, within the educational offer of the Department of Culture and Society of the University of Palermo, is represented by the 2nd cycle Degree Course in Public , business and advertising Communication (Class LM59).

Professional opportunities

Profile:
1st cycle Graduate in "Mass Media and Institutional Communication Sciences"
Functions:
- Marketing technician
Skills:
- Market research
- Definition and implementation of product promotion strategies
- Design and management of product and/or services marketing actions
- Customer care
- Relations with the media
Professional opportunities:
- Private practice
- Marketing offices of public and private institutions
- Marketing offices of Companies (national and local large retail chains, franchising chains)
Profile
1st cycle Graduate in "Mass Media and Institutional Communication Science"
Functions:
- Advertising technician
Skills:
- Planning and managing communication strategies
- Creation of brands or corporate images
- Building advertising messages
- Creating texts and images for advertising campaigns
Professional opportunities:
- Private practice
- Advertising offices of companies or organisations
- companies or organisations promoting their image through various types of advertising campaigns and various media
Profile
1st cycle Graduate in "Mass Media and Institutional Communication Science"
Functions:
Public relations technician
Skills:
- relations with the media
- Drafting or preparation of texts for official speeches or press releases
- Management or updating of websites
- Management and analysis of press coverage
Professional opportunities
- Private practice
- Public and private institutions with public relations and/or press offices
- Companies with public relations and/or press offices

Final examination features

To obtain the degree, students must have acquired 180 credits including those relating to the final examination (3 credits). The final test has the objective of assessing the level of maturity and critical skills of the undergraduate, with respect to learning and to the acquired knowledge, on completion of the activities provided by the course syllabus. The final examination consists of an oral test, in accordance with the rules fixed every year by the Degree Course Regulations for the final examination, respecting and consistent to the calendar, the ministerial requirements and to the relevant Guidelines of the University.

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
19377 - DIGITAL MEDIA SOCIOLOGY AND SOCIOLOGY OF COMMUNICATION - INTEGRATED COURSE	12	1	V		
- *DIGITAL MEDIA SOCIOLOGY* *Cappello(PA)*	*6*	*1*		*SPS/08*	*A*
- *SOCIOLOGY OF COMMUNICATION* *Cappello(PA)*	*6*	*1*		*SPS/08*	*A*
04677 - ENGLISH LANGUAGE *Rudvin(PA)*	9	1	V	L-LIN/12	A
14400 - SOCIAL STATISTICS *Ferrante(PA)*	6	1	V	SECS-S/05	B
20302 - HISTORY OF PUBLIC OPINION AND SOCIAL AND NON-PROFIT COMMUNICATION PROFESSIONAL WORKSHOP - INTEGRATED COURSE	9	1	V		

Legenda: Per. = periodo o semestre, Val. = Valutazione (V=voto, G=giudizio), TAF= Tipologia Attività Formativa (A=base, B=caratterizzante, C=Affine, S=stages, D=a scelta, F=altre)

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
- *HISTORY OF PUBLIC OPINION* *Marsala(PA)*	*6*	*1*		*SPS/02*	*B*
- *SOCIAL AND NON-PROFIT COMMUNICATION - PROFESSIONAL WORKSHOP*	*3*	*1*			*F*
21026 - PUBLIC POLICIES AND PARTICIPATORY PROCESSES/PUBLIC ADMINISTRATION COMMUNICATION WORKSHOP	9	2	V		
- *PUBLIC ADMINISTRATION COMMUNICATION - WORKSHOP* *Badami(PC)*	*3*	*2*		*SPS/11*	*C*
- *PUBLIC POLICIES AND PARTICIPATORY PROCESSES* *Macaluso(PA)*	*6*	*2*		*SPS/11*	*B*
20303 - SEMIOTICS AND COMMUNICATION AND VISUAL DESIGN PROFESSIONAL WORKSHOP - INTEGRATED COURSE	12	2	V		
- *COOMUNICATION AND VISUAL DESIGN - PROFESSIONAL WORKSHOP* *Monterosso(RD) [A-E], Li Muli(PC) [F-N], Mignano(RD) [O-Z]*	*3*	*2*			*F*
- *SEMIOTICS* *Mangano(PO)*	*9*	*2*		*M-FIL/05*	*A*

57

Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
19082 - POLITICAL PHILOSOPHY AND GENDER STUDIES *Marceno'(PO)*	9	1	V	SPS/01	B
20957 - SOCIAL RESEARCH AND NETWORK ANALYSIS *Trobia(PA)*	9	1	V	SPS/07	B
06522 - SOCIOLINGUISTICS *Paternostro(PA)*	6	1	V	L-FIL-LET/12	C
15206 - ADMINISTRATIVE AND REGIONAL LAW *Nocera(RD)*	6	2	V	IUS/10	B
04770 - GENERAL LINGUISTICS *La Fauci(CU)*	9	2	V	L-LIN/01	A
16833 - SOCIOLOGY OF CULTURAL AND SOCIAL CHANGE *Fici(PA)*	9	2	V	SPS/08	A, B
07520 - THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION *Rizzuto(PA)*	9	2	V	SPS/08	B
Free subjects	6				D

63

Subjects 3 ° year	CFU	Sem.	Val.	SSD	TAF
19085 - DIGITAL COMMUNICATION *Tabacchi(RD)*	9	1	V	ING-INF/05	A
20958 - POLITICAL TECHNOLOGY *Vaccaro(PO)*	6	1	V	SPS/04	A, B
20989 - BUSINESS ORGANISATION AND WEB MARKETING WORKSHOP	9	1	V		
- *BUSINESS ORGANISATION* *Vesperi(RD)*	*6*	*1*		*SECS-P/10*	*B*
- *WEB MARKETING WORKSHOP* *Pinello(PC) [M-Z]*	*3*	*1*			*F*
14184 - INTERNSHIP	3	1	G		F

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Subjects 3 ° year	CFU	Sem.	Val.	SSD	TAF
20959 - DIGITAL ETHICS *Di Bella(PA)*	6	2	V	M-FIL/06	C
20380 - NEW MEDIA AND NEW TECHNOLOGIES *Arcagni(PA)*	9	2	V	L-ART/06	C
05917 - FINAL EXAMINATION	3	2	V		E
Optional subjects II	9				C
Free subjects II	6				D
	60				

OPTIONAL SUBJECTS

Optional subjects II	CFU	Sem.	Val.	SSD	TAF
03116 - ETHNOMUSICOLOGY *Bonanzinga(PO)*	9	1	V	L-ART/08	C
19662 - GEOGRAPHY AND MEDIA PROCESSES *Meschiari(PA)*	9	1	V	M-GGR/01	C

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