



# UNIVERSITÀ DEGLI STUDI DI PALERMO

**Department: Cultures and Societies**

**A.Y. 2021/2022**

## **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 newspapers 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 third 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 social and media-related ones, the course becomes more methodological and operational, through mandatory class-specific educational activities, related to 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 (Cinema, Italian Linguistics, Literary Criticism and Comparative Literatures, Languages and Literatures, Political Philosophy), consistently with the needs of the labour market.

During the course, students will experience first-hand, through curricular laboratories and 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:

Expert in digital marketing

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)

Functions:

Digital Marketing technician

Skills:

- performing Market research
- Definition and implementation of product promotion strategies
- Design and management of marketing actions for products and/or services, both new and to be boosted
- Customer care
- Relations with the media
- Consumption analysis on the web
- Analysis and implementation of e-commerce sites and online sales projects
- Trend analysis starting from digital identities
- Use of the online user profiling tools

Professional opportunities:

- Consultancy for private companies related to web marketing of goods and services.
- Consulting for the creation of e-commerce apps.
- Design and management of web-based marketing campaigns.

Profile:

Advertising technician

Function:

Advertising technicians

Skills:

- Planning and managing communication strategies
- Carrying out advertising campaigns of various types and on various media.
- 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

Public relations technician

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

Profile:

Social media technicians

Functions:

Social media management technician

Skills:

- Understanding and analysis of social, political, cultural phenomena.
- Analysis of communication fluxes and of web trends.
- Knowledge of the news making processes.
- Analysis of the information traffic through software tools.

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- Design, implementation, and management of social media campaigns.
- Command of verbal and visual language.
- Use of online profiling tools.

Professional opportunities:

- Social media manager, as a freelancer or in service companies.
- Advisor for commercial companies, political parties, entertainment celebrities, etc.
- Creation of social channels on the most diverse subjects.

### 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 interview, 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		
- 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 POLICIES AND PARTICIPATORY PROCESSES Macaluso(PA)	6	1		SPS/11	B
- PUBLIC ADMINISTRATION COMMUNICATION - WORKSHOP Badami(PC)	3	2		SPS/11	C
20303 - SEMIOTICS AND COMMUNICATION AND VISUAL DESIGN PROFESSIONAL WORKSHOP - INTEGRATED COURSE	12	2	V		
- COOMUNICATION AND VISUAL DESIGN - PROFESSIONAL WORKSHOP	3	2			F
- SEMIOTICS Mangano(PO)	9	2		M-FIL/05	A

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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

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Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
21994 - SOCIOLOGY OF CULTURAL AND SOCIAL CHANGE AND PHOTO-JOURNALISM WORKSHOP	9	1	V		
- PHOTO.JOURNALISM WORKSHOP <i>Fici(PA)</i>	3	1			F
- SOCIOLOGY OF CULTURAL AND SOCIAL CHANGE <i>Fici(PA)</i>	6	1		SPS/08	A
07520 - THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION <i>Rizzuto(PA)</i>	9	1	V	SPS/08	B
21432 - ADMINISTRATIVE LAW IN THE DIGITAL ERA <i>Nocera(RD)</i>	6	2	V	IUS/10	B
04770 - GENERAL LINGUISTICS <i>La Fauci(CU)</i>	9	2	V	L-LIN/01	A
Free subjects	6				D

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Subjects 3 ° year	CFU	Sem.	Val.	SSD	TAF
20989 - BUSINESS ORGANISATION AND WEB MARKETING WORKSHOP	9	1	V		
- BUSINESS ORGANISATION	6	1		SECS-P/10	B
- WEB MARKETING WORKSHOP <i>Pinello(PC) [A-L], Santamaura(PC) [M-Z]</i>	3	1		SECS-P/10	B
19085 - DIGITAL COMMUNICATION <i>Limoncelli(RD)</i>	9	1	V	ING-INF/05	A
20958 - POLITICAL TECHNOLOGY <i>Vaccaro(PO)</i>	6	1	V	SPS/01	B
20959 - DIGITAL ETHICS <i>Di Bella(PA)</i>	6	2	V	M-FIL/06	C
20380 - NEW MEDIA AND NEW TECHNOLOGIES <i>Arcagni(PA)</i>	9	2	V	L-ART/06	C
14184 - INTERNSHIP	3	2	G		F
05917 - FINAL EXAMINATION	3	2	V		E
Optional subjects II	9				C
Free subjects II	6				D

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### OPTIONAL SUBJECTS

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

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