



UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: null

A.Y. 2009/2010

DEGREE COURSE IN COMMUNICATION FOR MEDIA AND INSTITUTIONS - ADVERTISING TECHNIQUE -

Characteristics



Class of Bachelor's Degree
(BSc) on Communication
(L-20)



3 YEARS



PLANNED ACCESS



2113

Educational objectives

The course focuses on the communication with various audiences and targets, on new information and communication technologies, on effectiveness in communicating in Italian and in two foreign languages (English is mandatory).

Starting from an adequate knowledge of basic semiology, linguistics and computer science, as well as of social and media-related subjects, the programme takes a more methodological and operational direction through mandatory class specific activities, with respect to Methodologies, communication analysis and techniques, human and economic-social sciences, as well as juridical, historical-political and philosophical subjects.

These teachings are accompanied by other educational activities of various kinds, aiming at integrating competences with other ambits where communication is used (Arts, Cinema, Photography and Television, Musicology, Italian Linguistics, Literary Criticism and Comparative Literatures, Languages and Literatures, History, Business organisation), coherently with the needs of the labour market.

Students will experiment on their own, through practice periods, the close observation of crucial issues and aspects of their future professional role, choosing, under an empowerment point of view and in accordance to the directions proposed in the educational plan, or to their own interests and competences, a specific curriculum which might be a professionalising one or aimed at further 2nd cycle studies. 12 credits are awarded to elective activities.

The course will provide for three different curricula, starting from the second course year:

- "Public Communication"
- "Information and media"
- "Advertising Technique"

The 2nd cycle course which is the natural prosecution of this course is "Public, business and advertising communication" (class Lm 59)

SPECIFIC OBJECTIVES OF THE DEGREE COURSE

The degree course in Communication studies for Media and Institutions prepares students to face and manage actual issues related to the functioning of information processes within public and private companies and public administration facilities.

The course prepares students to organise and manage information and communication activities for different audiences and targets. The course, in particular, provides competences related to the new communication and information technologies, communication skills in Italian and in two foreign languages, one of which is English.

The following objectives are related to the specific curricula:

- "Information and Media": acquisition of competences related to (traditional or digital) communication and information in newspapers or press offices;

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- "Advertising technique": acquisition of core competences and specific skills with respect to the techniques and tools of advertising communication, social and market research and to the use of new technologies for advertising;
- "Public communication": acquisition of core competences and specific skills with respect to the public utility communication, knowledge of the current process of reform of public administration with respect to public communication and skills related to the new communication and information technologies.

Professional opportunities

Graduates of this course may work in press offices as press officers (art.7 Law 150/200), in public relation offices and in public administrations as experts of public communication; they may also work in communication and marketing companies (advertising companies, television networks, etc...) and in publishing houses.

Final examination features

Coherently with the educational objectives of the course and with the expected educational outcomes, the final examination, awarded with 6 credits, consists of the preparation of a written paper or a multimedia work related to public communication or information, depending on the curriculum, or an advertising plan, which should be discussed in front of a Board appointed by the Board of the Degree Course.

| Subjects 1 ° year | CFU | Sem. | Val. | SSD | TAF |
|--|-----|------|------|------------|-----|
| 03475 - PRINCIPLES OF COMPUTER SCIENCE <i>Pirrone(PO)</i> | 9 | Ann. | V | ING-INF/05 | A |
| 13177 - PUBLIC AND EUROPEAN UNION LAW <i>Lauricella(PA)</i> | 9 | Ann. | V | IUS/09 | B |
| 06557 - SOCIOLOGY OF COMMUNICATION <i>Cappello(PA)</i> | 6 | Ann. | V | SPS/08 | A |
| 04677 - ENGLISH LANGUAGE <i>Foster(LC)</i> | 9 | Ann. | V | L-LIN/12 | A |
| 06578 - GENERAL SOCIOLOGY <i>Fici(PA)</i> | 9 | Ann. | V | SPS/07 | A |
| 06412 - SEMIOTICS <i>Marrone(PO)</i> | 9 | Ann. | V | M-FIL/05 | A |
| 13400 - SOCIOLOGY OF NEW MEDIA <i>Fici(PA)</i> | 6 | Ann. | V | SPS/08 | B |

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| Subjects 2 ° year | CFU | Sem. | Val. | SSD | TAF |
|--|-----|------|------|------------------|-----|
| 02701 - APPLIED ECONOMICS <i>Fazio(PA)</i> | 9 | Ann. | V | SECS-P/06 | B |
| 04438 - ITALIAN LITERATURE <i>Iurilli(PO)</i> | 9 | Ann. | V | L-FIL-LET/ 11 | A |
| 13407 - MARKETING AND SOCIAL STATISTICS | 12 | Ann. | V | | |
| - MARKETING <i>Di Betta(PA)</i> | 6 | Ann. | | SECS-P/08 | B |
| - SOCIAL STATISTICS <i>Milito(PQ)</i> | 6 | Ann. | | SECS-S/05 | B |
| 05120 - SOCIAL RESEARCH METHODOLOGY <i>Trobia(PA)</i> | 9 | Ann. | V | SPS/07 | B |
| 07407 - THEORY OF LITERATURE <i>Bertoni(PO)</i> | 6 | Ann. | V | L-FIL-LET/ 14 | C |
| Optional subjects | 6 | | | | B |
| Optional subjects II | 6 | | | | F |
| Free subjects | 6 | | | | D |

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| Subjects 3 ° year | CFU | Sem. | Val. | SSD | TAF |
|---|-----|------|------|-----------|-----|
| 14184 - INTERNSHIP | 3 | Ann. | G | | F |
| 05419 - BUSINESS ORGANISATION <i>Ingrassia(PO)</i> | 6 | Ann. | V | SECS-P/10 | B |

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| Subjects 3 ° year | CFU | Sem. | Val. | SSD | TAF |
|--|-----|------|------|----------|-----|
| 06813 - HISTORY OF CONTEMPORARY ART <i>De Marco(PO)</i> | 6 | Ann. | V | L-ART/03 | C |
| 13476 - THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION AND THEORY AND TECHNIQUES OF IMAGE PROMOTION | 12 | Ann. | V | | |
| - THEORY AND TECHNIQUES OF IMAGE PROMOTION <i>Mangiapane(RD)</i> | 6 | Ann. | | SPS/08 | B |
| - THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION <i>Lo Verde(PO)</i> | 6 | Ann. | | SPS/08 | B |
| 13475 - VISUAL COMMUNICATION AND INDUSTRIAL DESIGN | 12 | Ann. | V | | |
| - INDUSTRIAL DESIGN <i>Pantina(RU)</i> | 6 | Ann. | | ICAR/13 | C |
| - VISUAL COMMUNICATION <i>Mangano(PO)</i> | 6 | Ann. | | L-ART/04 | B |
| 05917 - FINAL EXAMINATION | 6 | Ann. | G | | E |
| Optional subjects III | 9 | | | | C |
| Free subjects II | 6 | | | | D |
| 60 | | | | | |

OPTIONAL SUBJECTS

| Optional subjects | CFU | Sem. | Val. | SSD | TAF |
|--|-----|------|------|--------------|-----|
| 02470 - INFORMATION AND COMMUNICATION LAW <i>Lombardo(PC)</i> | 6 | Ann. | V | IUS/10 | B |
| 02526 - PRIVATE LAW | 6 | Ann. | V | IUS/01 | B |
| Optional subjects II | CFU | Sem. | Val. | SSD | TAF |
| 04524 - ALBANIAN LANGUAGE <i>Gurga(PA)</i> | 6 | Ann. | G | | F |
| 04532 - ARAB LANGUAGE | 6 | Ann. | G | | F |
| 04664 - FRENCH LANGUAGE | 6 | Ann. | G | | F |
| 04736 - GERMAN LANGUAGE <i>Borvitz(PC)</i> | 6 | Ann. | G | | F |
| 04718 - SPANISH LANGUAGE | 6 | Ann. | G | | F |
| Optional subjects III | CFU | Sem. | Val. | SSD | TAF |
| 04770 - GENERAL LINGUISTICS <i>Mirto(PA)</i> | 9 | Ann. | V | L-LIN/01 | C |
| 04777 - ITALIAN LINGUISTICS <i>D'Agostino(PO)</i> | 9 | Ann. | V | L-FIL-LET/12 | C |

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