



UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Cultures and Societies

A.Y. 2018/2019

DEGREE COURSE IN COMMUNICATION SCIENCES FOR MEDIA AND INSTITUTIONS - MASS MEDIA AND INSTITUTIONAL COMMUNICATION SCIENCES -

Characteristics



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



3 YEARS



PALERMO



FREE ACCESS



2113

Educational objectives

The communication with different audiences and recipients, the new technologies of communication and information, the ability to effectively express themselves in Italian and in two foreign languages (one of which must be English) are the focus of the degree in "Communication Sciences for Media and Institutions."

From an adequate knowledge base of the Disciplines semiotics, language and computer skills and social and disciplines, the curriculum assumes, through mandatory core course concerning methods, analysis and techniques of communication, human sciences and economic-social and legal, historical, political and philosophical disciplines, takes a more methodological and operational direction.

Together with these subjects, the course provides other educational activities with different thematic and disciplinary orientation, aiming at integrating the knowledge of social and methodological subjects with the study of neighboring disciplinary fields, in which communication is applied (Art, Cinema, Photography and Television, Musicology, Italian Linguistics, Literary Criticism and Comparative Literature, Languages and Literatures, Political Philosophy and Geography), consistently with the needs of the labour market.

During their studies, students will experience first-hand, through job training and internships, the close observation of the crucial aspects of their future professional role following, in a logic of empowerment and according to the guidelines to be proposed in the educational programming or to their interests and personal skills, an educational path aiming at their future professional activity or at continuing their studies through the 2nd cycle Degree Courses. Elective activities are awarded with 12 credits.

The most coherent continuation of the degree course in "Communication Sciences for Media and Institutions", in the Educational Offer of the School of Arts and Humanities of the University of Palermo, is the 2nd cycle Degree Course "Public, Business and Advertising Communication Studies" (Class LM59) in accordance with the procedures and criteria set by the academic regulations of the Course.

The degree in "Communication Sciences for Media and Institutions" prepares students to deal with and manage the specific issues relating to the operation of information processes within public and private companies and public administration facilities. The course aims at preparing students to organize and manage the activities of information and communication with different audiences and different targets. In particular, the course provides skills related to the new communication and information technologies, the ability to express effectively in Italian and in two foreign languages, one of which must be English. The Course has the following educational objectives:

- the acquisition of core competences and specific skills related to public communication, knowledge of the current reforms in public administration in terms of public communication and ICT skills;
- the acquisition of basic and specific skills related to the techniques and tools of advertising, social research and marketing and to the use of new technologies for the production of advertising materials;
- the acquisition of skills related to communication and information (both traditional and ICT) in newspapers, magazines and press offices.

Professional opportunities

Profile:

1st cycle Graduate in "Communication Sciences for Media and Institutions"

Functions:

- Marketing technician

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)

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 “Communication Sciences for Media and Institutions”

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 “Communication Sciences for Media and Institutions”

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
04677 - ENGLISH LANGUAGE <i>Anzalone(PC)</i>	9	1	V	L-LIN/12	A
19663 - HISTORY OF PUBLIC OPINION <i>Marsala(PA)</i>	6	1	V	SPS/02	B
06412 - SEMIOTICS <i>Mangano(PO)</i>	9	1	V	M-FIL/05	A
14400 - SOCIAL STATISTICS <i>Ferrante(PA)</i>	6	1	V	SECS-S/05	B
13426 - ADMINISTRATION SOCIOLOGY <i>Macaluso(PA)</i>	6	2	V	SPS/11	B
19377 - DIGITAL MEDIA SOCIOLOGY AND SOCIOLOGY OF COMMUNICATION - INTEGRATED COURSE	12	2	V		
- DIGITAL MEDIA SOCIOLOGY <i>Cappello(PA)</i>	6	2		SPS/08	A
- SOCIOLOGY OF COMMUNICATION <i>Cappello(PA)</i>	6	2		SPS/08	A

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
16833 - SOCIOLOGY OF CULTURAL AND SOCIAL CHANGE <i>Fici(PA)</i>	9	2	V	SPS/08	A

57

Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
18759 - APPLIED ECONOMICS/MARKETING OF ADVERTISING COMPANIES	15	1	V		
- APPLIED ECONOMICS <i>Iannolino(PC)</i>	9	1		SECS-P/06	B
- MARKETING OF ADVERTISING COMPANIES <i>Caracci(PC)</i>	6	1		SECS-P/08	B
05120 - SOCIAL RESEARCH METHODOLOGY <i>Trobia(PA)</i>	9	1	V	SPS/07	B
06522 - SOCIOLINGUISTICS <i>D'Agostino(PO)</i>	6	1	V	L-FIL-LET/12	C
04770 - GENERAL LINGUISTICS <i>La Fauci(CU)</i>	9	2	V	L-LIN/01	A
07520 - THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION <i>Rizzuto(PA)</i>	9	2	V	SPS/08	B
Optional subjects	3				F
Free subjects	6				D

57

Subjects 3 ° year	CFU	Sem.	Val.	SSD	TAF
89616 - BUSINESS ORGANISATION <i>Ingrassia(PO)</i>	6	1	V	SECS-P/10	B
19085 - DIGITAL COMMUNICATION <i>Pirrone(PO)</i>	9	1	V	ING-INF/05	A
07407 - THEORY OF LITERATURE <i>Bertoni(PO)</i>	9	1	V	L-FIL-LET/14	C
14184 - INTERNSHIP	3	1	G		F
15206 - ADMINISTRATIVE AND REGIONAL LAW <i>Impastato(RU)</i>	6	2	V	IUS/10	B
05917 - FINAL EXAMINATION	3	2	V		E
Optional subjects II	6				C
Optional subjects III	9				B
Optional subjects IV	9				C
Free subjects II	6				D

66

OPTIONAL SUBJECTS

Optional subjects	CFU	Sem.	Val.	SSD	TAF
11231 - DESIGN WORKSHOP <i>Pantina(RU)</i>	3	1	G		F
17958 - JOURNALISM WORKSHOP <i>Bertoni(PO)</i>	3	2	G		F
16549 - MARKETING - WORKSHOP <i>Pinello(PC)</i>	3	2	G		F

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)

OPTIONAL SUBJECTS

Optional subjects II	CFU	Sem.	Val.	SSD	TAF
04524 - ALBANIAN LANGUAGE <i>Gurga(PA)</i>	6	1	V	L-LIN/18	C
04532 - ARAB LANGUAGE <i>Spallino(PA)</i>	6	2	V	L-OR/12	C
Optional subjects III	CFU	Sem.	Val.	SSD	TAF
19082 - POLITICAL PHILOSOPHY AND GENDER STUDIES <i>Muscolino(PA)</i>	9	2	V	SPS/01	B
19081 - SOCIOLOGY OF DEVIANCE AND SOCIAL UNREST <i>Dino(PO)</i>	9	1	V	SPS/12	B
Optional subjects IV	CFU	Sem.	Val.	SSD	TAF
15050 - CINEMA AND MEDIA <i>Arcagni(PA)</i>	9	2	V	L-ART/06	C
04444 - CONTEMPORARY ITALIAN LITERATURE <i>Coglitore(PO)</i>	9	1	V	L-FIL-LET/11	C
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
19084 - MUSIC FOR MOVIES AND ADVERTISING <i>Cavallini(CU)</i>	9	2	V	L-ART/07	C

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)