



# UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Cultures and Societies

A.Y. 2020/2021

## DEGREE COURSE IN PUBLIC, CORPORATE AND ADVERTISING COMMUNICATION

### Characteristics



Class of Master's Degree (MSc) on Advertising and communication for the public and private sectors (LM-59)



2 YEARS



PALERMO



FREE ACCESS



2231

### Educational objectives

The 2nd cycle degree course focuses upon the management of communication in public, private and third sector organisations, the activity of advertising agencies, the definition and management of business corporate image at various levels both in public administration and political institutions.

The educational programme is centred on:

- Class specific activities related to public and business communication and to social, computer and language-related subjects;
- Other educational activities aiming at completing the knowledge of communication science through the study of the neighbouring and complementary human sciences (Italian Linguistics, Comparative Literature, Political Philosophy) and to drive the curricular educational programme towards the labour market needs.

During the course, students will also have the opportunity to experiment, through a practice period (3 credits) and specific educational activities also aiming at increasing their command of the EU language they studied in the 1st cycle, the close observation of issues and key aspects of their future professional role through the acquisition of useful knowledge for entering the labour market, according to an "empowerment" logic and to the guidelines proposed in the phase of planning, or according to their interest and personal skills.

Elective activities will be provided for 9 credits in total.

The course aims at educating professionals who will enter the labour market endowed with high theoretical-methodological competences enabling them to produce good communication products and successful promotional campaigns.

These campaigns, grounded on a solid theoretical basis and well articulated are directed towards companies, advertising companies, public bodies and agencies, as well as political institutions.

Course teachings aim at providing advanced knowledge with respect to the management of communication in companies, institutions and local and national administrations, public bodies and non-profit organisations

A particular attention is paid to advertising and communication products, and the course provides the tools for ideating and carrying out advertising campaigns, events, press and public relations services.

The teaching of advertising techniques takes into account all aspects, from graphic to linguistic ones.

The course also provides the tools for the definition and organisation of corporate images of public administration as well as of political institutions.

Communication is studied with respect to the needs of public and private companies, public administration and third sector organisations.

### Professional opportunities

Profile:

"Dottore Magistrale" in Public, Corporate and Advertising communication

Functions:

Public relations specialists, image specialists and similar professions - (2.5.1.6.0)

Skills:

- Relations with the media
- Relations with institutions
- Drawing up texts for official speeches or press releases

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)

- Organization of press conferences
- Taking care of the image of the company or organization
- Coordination of work or activities

Professional opportunities:

- Private practice
- Public and private bodies with public relations branches
- Companies with public relations branches

Profile:

“Dottore Magistrale” in Public, Corporate and Advertising communication

Functions:

Technical text editors (2.5.4.1.4)

Skills:

- Ability to draw up the described texts and instructions for the correct use of consumer goods
- Ability to review the texts and improve their usability
- Care for the images present in the texts
- Drawing up and updating of manuals
- Gathering data and product information, sales performance and the results of the planned integrated advertising campaigns
- Coordination of work or activities

Professional opportunities:

- Private practice
- Public and private bodies with marketing and advertising offices
- Companies with marketing and advertising offices

Profile:

“Dottore Magistrale” in Public, Corporate and Advertising communication

Functions:

Editors of advertising texts (2.5.4.1.3)

Skills:

- Writing advertising texts, thinking about the type of message and selecting the appropriate language
- Evaluation and setting up of advertising campaigns
- Identification and selection of an advertising idea
- Designing graphic projects
- Writing commercials for radio and television
- Writing announcements or articles for the press
- Slogans creation
- Coordination of work or activities

Professional opportunities:

- Private practice
- Public and private bodies with advertising offices
- Companies that plan the promotion of their image through various advertising campaigns and on various media.

### Final examination features

In accordance with the educational objectives and the expected learning outcomes, the final examination (12 credits) consists of an original dissertation written under the guidance of a supervisor, with multimedia and/or digital video baking, if any (related, depending on the curriculum, to the theory and/or techniques of social and institutional communication, to the analysis of communication experiences carried out within third sector associations and/or companies, private companies, advertising agencies, public relations branches, political institutions and/or bodies).

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
19083 - LITERARY COMMUNICATION <i>Coglitore(PO)</i>	9	1	V	L-FIL-LET/ 14	C
13243 - MARKETING OF ADVERTISING COMPANIES <i>Caracci(PC)</i>	6	2	V	SECS-P/08	B
19080 - ORGANISED CRIME AND POLITICAL VIOLENCE <i>Dino(PO)</i>	9	2	V	SPS/12	B
Optional subjects	9				B
Optional subjects II	9				B
Optional subjects III	9				C

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Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
Free subjects	9				D
	<b>60</b>				
Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
05418 - HUMAN RESOURCES ORGANISATION AND MANAGEMENT <i>Ingrassia(PO)</i>	9	1	V	SECS-P/10	B
20308 - BRAND SEMIOTICS, ADVERTISING CAMPAIGN DESIGN - PROFESSIONAL WORKSHOP AND VIRTUAL REALITY - PROFESSIONAL WORKSHOP	15	1	V		
- ADVERTISING CAMPAIGN DESIGN - PROFESSIONAL WORKSHOP <i>Trippodo(PC)</i>	3	1			F
- BRAND SEMIOTICS <i>Mangano(PO)</i>	9	1		M-FIL/05	B
- VIRTUAL REALITY - PROFESSIONAL WORKSHOP <i>Mandala(PC)</i>	3	1			F
14184 - INTERNSHIP	6	1	G		F
06597 - POLITICAL SOCIOLOGY <i>Macaluso(PA)</i>	9	2	V	SPS/11	B
15522 - THEORY AND TECHNIQUE OF OPINION POLLS <i>Oliveri(PA)</i>	9	2	V	SECS-S/05	B
05917 - FINAL EXAMINATION	12	2	G		E
	<b>60</b>				

### OPTIONAL SUBJECTS

Optional subjects	CFU	Sem.	Val.	SSD	TAF
13609 - CONSUMPTION AND LIFE-STYLE SOCIOLOGY <i>Lo Verde(PO)</i>	9	1	V	SPS/07	B
19655 - SOCIAL MEDIA STUDIES <i>Cappello(PA)</i>	9	2	V	SPS/08	B
Optional subjects II	CFU	Sem.	Val.	SSD	TAF
20290 - LINGUISTIC CRITICISM OF COMMUNICATION <i>La Fauci(CU)</i>	9	1	V	L-LIN/01	B
06120 - SOCIAL PSYCHOLOGY <i>Boca(PO)</i>	9	1	V	M-PSI/05	B
Optional subjects III	CFU	Sem.	Val.	SSD	TAF
19071 - ANALYSIS OF PUBLIC TEXTS <i>Paternostro(PA)</i>	9	2	V	L-FIL-LET/12	C
15844 - POLITICAL THEORY <i>Vaccaro(PO)</i>	9	2	V	SPS/01	C

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