



# UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Cultures and Societies

A.Y. 2021/2022

## 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 course aims at educating professionals who will enter the wide and diversified world of communication with high theoretical-methodological competences enabling them to produce professional artifacts and effective communication campaigns.

These campaigns, grounded on a solid theoretical basis and articulated in every strategic aspect, are promoted by companies, advertising companies, public bodies, and agencies, as well as political institutions and other subjects.

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 the advertising and communication on digital media; the course provides the relevant theoretical and methodological tools, as well as the practical skills for carrying out advertising campaigns, organising and promoting events, producing and disseminating messages for the web, producing press contents and carrying out public relations activities.

The teaching of advertising techniques considers all aspects, from graphic to linguistic ones, including the indispensable technical skills to govern the communicative processes produced by the development of Internet.

Communication is studied with respect to the needs of public and private companies, public administration and third sector organisations, with a specific attention to the function of the various media involved and to their respective interactions.

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 (Linguistic analysis of public text Literary Communication, Political Theory), useful to drive the curricular educational programme towards the labour market needs.

During the course, students can also experiment, through an internship (6 credits) and specific educational activities their future professional role.

According to an "empowerment" logic, these activities are oriented towards specific directions which are proposed in the educational planning, also based on individual interests and skills, as well as to useful knowledge to fit in a labour market such as the communication one, characterised by strong dynamism. These activities will also provide full command of a European Union language previously studied in the 1st cycle degree course.

Elective activities will be provided for 9 credits in total.

### Professional opportunities

Profile:

Communication Manager

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:

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

Professional opportunities:

- Private practice
- public relations branches (URP) of public bodies
- Companies with public relations branches
- Press offices

Profile:

Communication manager in private companies

Functions:

Technical and specialist texts editors

Skills:

- Ability to draw up description texts and instructions for the correct use of physical consumer goods, services, and software.
- Preparation and editing of verbal texts.
- management of visual communication aspects.
- Drawing up and updating of usage manuals and instructions.
- Gathering data and product information, sales performance, and of the results of communication campaigns
- coordinating communication activities on various media

Professional opportunities:

- Private practice
- marketing and advertising offices

Profile:

Creative director

Functions:

Management and coordination of advertising texts production

Skills:

- Market analysis aiming at ideating and developing effective communication strategies.
- Preparation of media plans for message dissemination.
- Writing advertising texts for specific targets, selecting the appropriate messages language
- design, preparation and evaluation of advertising campaigns
- Identification and selection of creative ideas for communication campaigns.
- Ideation of visual identities.
- Writing and implementing web and television audio-visuals (spots, interviews, company videos).
- Writing and implementing radio texts.
- Writing announcements or articles for the press
- Creating slogans.
- Coordinating the various activities aiming at the production of communication artifacts.

Professional opportunities:

- Private practice
- Public and private bodies with communication and advertising offices.
- Companies promoting their image and/or their products image through communication campaigns on various media.

Profile

Specialist in Social Media Management

Functions:

Marketing specialist in the field of Information and Communication Technology

Skills:

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- Understanding and analysis of social, political, cultural phenomena.
- Analysis of communication fluxes and web trends.
- Knowledge of news making processes.
- Analysis of information traffic through software tools
- Ideation, implementation and management of communication campaigns on Social Media.
- Commando of verbal and visual language.
- Knowledge and use of the online profiling tools.

#### Professional opportunities

- Social Media Manager, both as a freelancer and at service companies.
- Advisor for commercial firms, political parties, show celebrities etc...
- Creation of social channel on the most diverse issues.

#### 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 possible multimedia and/or digital video baking.

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
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	3	1			F
- BRAND SEMIOTICS <i>Mangano(PO)</i>	9	1		M-FIL/05	B
- VIRTUAL REALITY - PROFESSIONAL WORKSHOP <i>Mandala(PC) [A-L], Vela(PC) [M-Z]</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

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Optional subjects	CFU	Sem.	Val.	SSD	TAF
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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