Admission Procedures Graduate Programme

Interfaculty of Economics - Arts and Philosophy

Graduate Degree Programme in **Business, Media and Organizational Communication** (Class LM-19/LM-59)

Profiles:

- *Communication and Marketing for Manufacturing Companies*
- *Communication and Marketing for Service Enterprises*
- *Communication and Marketing for Cultural Enterprises, Territories and Institutions*
- *Communication and Marketing for Media and Creative Enterprises*
- *Communication for Business, Media and Culture (**profile in English**)*

Academic year 2024/2025 – Milan campus

Programme in ITALIAN

Contents

1. ADMISSION REQUIREMENTS

To be admitted to the Graduate Programme in Business, Media and Organizational Communication, it is necessary to meet the admission requirements set out in the following paragraphs.

1.1. Curricular requirements

To access the Graduate degree Programme in Business, Media and Organizational Communication, it is necessary to meet the following **curricular requirements**:

I. An **undergraduate degree** (ex-Ministerial Decree 270/04 or ex M.D. 509/99) obtained or to be obtained by **31 December 2024** in one of the following degree classes:
  - L-1 Cultural heritage (ex M.D. 270/04 or class 13 ex M.D. 509/ 99);
  - L-3 Disciplines of figurative arts, music, performing arts and fashion (ex M.D. 270/04 or class 23 ex M.D. 509/ 99);
  - L-5 Philosophy (ex M.D. 270/04 or class 29 ex 509/ 99);
  - L-10 Humanities (ex M.D. 270/04 or class 5 ex M.D. 509/ 99);
  - L-11 Modern languages and cultures (ex M.D. 270/04 or class 11 ex M.D. 509/ 99);
  - L-12 Language mediation (ex M.D. 270/04 or class 3 ex M.D. 509/ 99);
  - L-15 Tourism sciences (ex M.D. 270/04 or class 39 ex M.D. 509/ 99);
  - L-16 Sciences of administration and organisation (ex M.D. 270/04 or class 19 ex M.D. 509/ 99);
  - L-18 Economics and business management sciences (ex M.D. 270/04 or class 17 ex M.D. 509/ 99);
  - L-20 Communication sciences (ex M.D. 270/04 or class 14 ex M.D. 509/ 99);
  - L-33 Economics (ex M.D. 270/04 or class 28 ex M.D. 509/ 99);
  - L-36 Political science and international relations (ex M.D. 270/04 or class 15 ex M.D. 509/ 99);
  - L-40 Sociology (ex M.D. 270/04 or class 36 ex M.D. 509/ 99);

II. **At least 60 ECTS** in the undergraduate degree programme or of the first level university master's degree, or as individual courses passed, in the following scientific-disciplinary sectors:
  - up to a maximum of **30 ECTS** in the sector of literary disciplines and languages: L-FIL-LET/10, L-FIL-LET/11, L-FIL-LET 12, L-FIL-LET/13, L-FIL-LET/14, L-LIN/01, INF/01;
  - up to a maximum of **40 ECTS** in the sector of arts and entertainment disciplines: L-ART/05, L-ART/06, L-ART/07, L-ART-08;
  - up to a maximum of **20 ECTS** in the sector of drawing and art history: ICAR/16, L-ART/01, L-ART/02, L-ART/03;
  - up to a maximum of **30 ECTS** in the sector of philosophical disciplines: M-FIL/02, M-FIL/04, M-FIL/05;
  - up to a maximum of **20 ECTS** in the sector of psychological disciplines and social psychology: M-PSI/01, M-PSI/05, M-PSI/06;
  - up to a maximum of **40 ECTS** in the sector of socio-anthropological disciplines: M-DEA/01, SPS/04, SPS/07, SPS/08, SPS/09, SPS/11;
  - up to a maximum of **20 ECTS** in the sector of historical disciplines: M-STO/01, M-STO/02, M-STO/03, M-STO/04, L-ANT/03, L-ANT/02;
  - up to a maximum of **30 ECTS** in the sector of economics and finance: SECS-P/01, SECS-P/02, SECS-P/03, SECS-P/06, SECS-P/12;
  - up to a maximum of **40 ECTS** in the sector of the disciplines of business organisation, management and communication: SECS-P/07, SECS-P/08, SECS-P/09, SECS-P/10, SECS-P/11;
  - up to a maximum of **20 ECTS** in the sector of legal disciplines: IUS/01, IUS/04, IUS/05, IUS/07, IUS/09, IUS/10, IUS/12, IUS/14;
  - up to a maximum of **20 ECTS** in the sector of foreign languages: L-LIN/03, L-LIN/04, L-LIN/05, L-LIN/07, L-LIN/08, L-LIN/09, L-LIN/10, L-LIN/11, L-LIN/12, L-LIN/13, L-LIN/14;

PLEASE NOTE: When calculating the requirements for each sector, only the maximum number of ECTS indicated above will be taken into account (e.g. in the sector of literature and languages, a maximum of 30 ECTS is required, so 30 ECTS will be counted even if the candidate has more than this number in their undergraduate degree programme or as individual courses passed).

The syllabus of candidates with an old university degree or an undergraduate university diploma or a diploma from a school for special purposes in accordance with the pre-Ministerial Decree 509/99 or integrated/graduate degree from post-Ministerial Decree regulations 509/99- M.D. 270/04 is assessed by a special Commission appointed by the Faculty.

1.2. English language knowledge for Communication for business, media and culture profile

In addition to the above-mentioned ADMISSION REQUIREMENTS, it is mandatory to have an adequate knowledge of English, corresponding to at least a B2 level. It is therefore necessary to have **one of the following English language certifications obtained as of 1 January 2022:**
- TOEFL/IBT (score of at least 84);
- Academic IELTS (score of at least 6);
- Cambridge English: First - FCE (score of at least 173);
- Cambridge English: Advanced – CAE;
- Cambridge English: Proficiency – CPE;
- Cambridge English: Business English Certificate (BEC Vantage and BEC Higher);
- Trinity College London: ISE II (B2);
- Trinity College London: ISE III (C1);
- Trinity College London: ISE IV (C2);
- Pearson: PTE with score from 46;

or one of the following requirements:
- an undergraduate degree or equivalent obtained in English;
- a double undergraduate degree taught in English, awarded or to be awarded;
- the candidate comes from one of the profiles/programmes delivered in English at Università Cattolica del Sacro Cuore.

In case the indicated certifications or requirements are missing, it is necessary to take an *English Test*, (at least level B2) within the deadline for submitting the application form (see section 3 ADMISSION PROCEDURES AND DEADLINES), organised by Se.L.D'A, the Language Service of Università Cattolica del Sacro Cuore. The The enrolment procedures are indicated in the appropriate [section].

1.3. English language knowledge for Business, media and organizational communication – for all Italian profiles

In addition to the above-mentioned ADMISSION REQUIREMENTS, candidates interested in the Italian language programme in Business, Media and Organizational Communication must have an adequate knowledge of English, corresponding to at least a B1 level. It is therefore necessary to have **one of the following English language certifications obtained as of 1 January 2022:**
- TOEFL/IBT (score of at least 50);
- Academic IELTS (score of at least 4.5);
- Cambridge English: Preliminary and higher;
- Cambridge English: Business English Certificate (BEC, BEC Vantage and BEC Higher);
- Trinity College London: ISE 1 (B1)
- Trinity College London: ISE II (B2)
- Trinity College London: ISE III (C1)
- Trinity College London: ISE IV (C2)
- Pearson: PTE with score from 35

or one of the following requirements:
- undergraduate degree or equivalent obtained in English;
- a double undergraduate degree taught in English, awarded or to be awarded;
- at least **3 ECTS** in the sector L-LIN/12 (English language) in the undergraduate degree programme or as single course passed;
- at least a B1 level in the English language exam (Se.L.D'A) for candidates coming from one of the undergraduate degree programmes (ex M.D. 270/ 04) of Università Cattolica del Sacro Cuore.

In case the indicated certifications or requirements are missing, it is necessary to take an *English Test*, (at least level B1) within the deadline for submitting the application form (see section 3 ADMISSION PROCEDURES AND DEADLINES), organised by Se.L.D'A, the Language Service of Università Cattolica del Sacro Cuore. Enrolment procedures are indicated in the appropriate section.

2. NUMBER OF PLACES AVAILABLE

There are 230 places in the Graduate Programme in Business, Media and Organizational Communication. The places are divided among the profiles as follows:
- 200 places, **8 of which are reserved for candidates with foreign qualifications,** for all Italian language profiles;
- 30 places, **15 of which are reserved for candidates with foreign qualifications** for the Communication for Business, Media and Culture profile.

3. ADMISSION PROCEDURES AND DEADLINES

Places on the Graduate degree Programme in Business, Media and Organizational Communication are allocated on the basis of a **merit ranking**, to which access is gained by passing an **admission test**.

Candidates with an Italian qualification must use the Enrolment Portal; for the procedure to follow please consult the Enrolment Portal User Guide.

Candidates with a foreign qualification or with an ecclesiastical title must comply with the provisions issued by the Ministry of Universities and Research, which have been published in a specific note. For information on admission to the Graduate degree Programme in Communication and Society - profile in Communication Management, please contact the International Admissions Office and read the admission procedures at link (https://international.unicatt.it/ucscinternational-undergraduate-programmes).

3.1. Merit ranking with admission test

APPLICATION SUBMISSION: from 08 April 2024 to 17 June 2024

Without prejudice to the fulfilment of the ADMISSION REQUIREMENTS, all candidates **are not directly recognised the adequacy of their personal preparation** and can submit their **application to the admission test** through the Enrolment Portal **from 10:00 on 08 April 2024 until 23:59 on 17 June 2024**, by paying a fee of €60,00.

The test will take place on **25 June 2024** from 09:00 (see section 4 ADMISSION TEST).

By 03 July 2024 the list of candidates who have taken the test and have been admitted on the basis of the marks obtained in the test and the weighted average of the marks obtained in the examinations taken will be published, as well as any waiting list (see section 5 RANKING).

Admitted candidates, by **23:59 on 08 July 2024, must reserve** their place by paying the first instalment of university fees through the Enrolment Portal.

Candidates who were absent from the test **cannot participate in the ranking**.

To find out how to apply for admission and reserve a place, please consult the Enrolment Portal User Guide.

If there are still vacant places at the end of the ranking process, a further admission phase will be organised.

4. ADMISSION TEST

Candidates must take an **admission test online**, which is conducted in Italian for the programme in Italian and in English for the Communication for Business, Media and Culture profile. Candidates interested in both programmes/profiles only have to take the test in English and the score obtained is taken into account for inclusion in the ranking for both programmes/profiles.

The test lasts one hour and consists of a total of 30 multiple-choice questions. The topics are:

- Marketing (33%);
- Communication and Corporate Communication (33%);
- Media Formats and Languages (33%).

Awarding:

- 0.20 points for each correct answer;
- - 0.10 for each incorrect or not given answer.

Candidates may refer to the notices *Instructions for the Online Admission Test* and *Bibliography of recommended texts* available on the Programme page in the Notices section.

A few days before the test, credentials to access the test platform will be sent by e-mail. Candidates will also be asked to take a mock test, which is STRONGLY RECOMMENDED in order to avoid errors that may cause problems during the actual session.

5. RANKING

Candidates participate in a merit ranking by submitting their **application** via the Enrolment Portal and may submit up to two applications, indicating for each one the order of preference (e.g. Option 1 is equivalent to the first-choice programme/profile and Option 2 is equivalent to the second-choice programme/profile) and choosing from the following programmes/profiles:

- Business, Media and Organizational Communication;
- Business, Media and Organizational Communication - Communication for Business, Media and Culture - English profile.

Once the admission test has been taken, candidates are divided into two groups, **Group A** and **Group B**, according to their degree classes and the table below:

Group A	Group B
- L-1 Cultural heritage (ex M.D. 270/04 or class 13 ex M.D. 509/ 99); - L-3 Disciplines of figurative arts, music, performing arts and fashion (ex M.D. 270/04 or class 23 ex M.D. 509/ 99); - L-5 Philosophy (ex M.D. 270/04 or class 29 ex 509/ 99); - L-10 Humanities (ex M.D. 270/04 or class 5 ex M.D. 509/ 99); - L-11 Modern languages and cultures (ex M.D. 270/04 or class 11 ex M.D. 509/ 99); - L-12 Language mediation (ex M.D. 270/04 or class 3 ex M.D. 509/ 99); - L-20 Communication sciences (ex M.D. 270/04 or class 14 ex M.D. 509/ 99);	- L-15 Tourism sciences (ex M.D. 270/04 or class 39 ex M.D. 509/ 99); - L-16 Sciences of administration and organisation (ex M.D. 270/04 or class 19 ex M.D. 509/ 99); - L-18 Economics and business management Sciences (ex M.D. 270/04 or class 17 ex M.D. 509/ 99); - L-33 Economics (ex M.D. 270/04 or class 28 ex M.D. 509/99).

- L-36 Political science and international relations (ex M.D. 270/04 or class 15 ex M.D. 509/ 99);
- L-40 Sociology (ex M.D. 270/04 or class 36 ex M.D. 509/99).

Two rankings are drawn up for both the Italian language programme in Business, Media and Organizational Communication and the English language profile in Communication for Business, Media and Culture, one for Group A candidates and one for Group B candidates.

The rankings are drawn up for 75% considering the weighted average of the marks obtained in the examinations taken during the undergraduate degree programme when the requirements are checked, and the remaining 25% considering the marks obtained in the test, and contain **the first and second option questions, in order of merit** (i.e. weighted average of marks and test marks). In the event of a tie, priority is given to the youngest candidate.

Candidates who already have an undergraduate degree or who have already earned at least **174 ECTS** are awarded a bonus of 1 point in addition to the weighted average.

The places allocated to each group are distributed in proportion to the number of applications received for **Group A** and **Group B.**

Candidates admitted to the programme indicated as the **first option** will automatically **have their applications for the programme indicated as the second option, if expressed, cancelled**. Candidates admitted to the programme indicated as the **second option** remain on the waiting list for the programme indicated as the first option. These candidates therefore compete for admission to the first option programme, against any places still available, even if they have reserved a place on the second option programme**.**

To find out about the procedure to apply for admission to the ranking, please consult the Enrolment Portal User Guide.

From the dates indicated in the section ADMISSION PROCEDURES AND DEADLINES, candidates can find the following on the website www.unicatt.it, under the heading "Rankings and waiting lists" on the page for the degree programme in Business, Media and Organizational Communication the ranking of admitted candidates and any waiting lists.

To reserve a place, please consult the Enrolment Portal User Guide.

The publication of the rankings is an official communication to the candidates concerned. Admitted candidates who do not respect the deadlines indicated are considered to have withdrawn in favour of candidates on the waiting list.

6. **ENROLMENT AND PRE-ENROLMENT**

Graduate candidates must reserve their place, paying the first instalment of university fees and contributions, by the deadlines indicated in Section 3 Admission Procedures and Deadlines and proceed to **enrolment** through the Enrolment Portal**.**

For those who have reserved their place by **12 August 2024**, the deadline for registration is **12 September 2024.** If a place is reserved **after 12 August 2024**, the deadline for registration is **30 days from the date the place is reserved** and **no later than 31 December 2024**.

Candidates should consult the Enrolment Portal User Guide to find out about the enrolment procedure.

Candidates about to graduate must reserve their place, paying the first instalment of fees and university contributions through the Enrolment Portal, by the deadlines indicated in paragraph 3 ADMISSION PROCEDURES AND DEADLINES and immediately proceed with pre-enrolment through the Enrolment Portal.

Pre-enrolment for the Graduate Programme is accepted with reservation and is subject to obtaining the qualification within the deadlines laid down in the admission procedures.

Pre-enrolled candidates reserve their place with the right to attend the Graduate Programme from the start. They are required to complete their enrolment immediately after obtaining their degree and in any case no later than 31 December 2024.

To find out about the pre-enrolment and enrolment procedure, candidates should consult the Enrolment Portal User Guide.

For those enrolled who have taken the English test, the participation fee paid to take the test will be deducted from the total amount of university contributions for the 2024/2025 academic year.

For further information, consult the General University tuition fee regulations for the academic year 2024/2025.

7. CANDIDATES WITH DISABILITIES OR WITH SPECIFIC LEARNING DISORDERS (SLD)

Candidates with disabilities or with Specific Learning Disorders (SLD) are required to:

1. upload in the appropriate section of the profile in the Enrolment Portal, the disability report or certificate relating to the SLD;
2. send, if they intend to request compensatory measures to be used during the test, an email to servizi.inclusione-mi@unicatt.it or servizi.dsabes-mi@unicatt.it **by the dates indicated below***, enclosing the "Request for compensatory measures and authorisation to process data for candidates with disabilities or Specific Learning Disorders (SLD)" form which can be downloaded **here** and also available in the "Admission and enrolment" section of the Programme page.

Table 1

Admission test date	25 June 2024
DEADLINE FOR DOCUMENTATION SUBMISSION	Within 16 June 2024

Please note that:
- registration for the test must necessarily be carried out via the Enrolment Portal;
- the "Request for compensatory measures" form sent after the deadline will not be taken into account.

For further information please contact the secretariat of the **Services for Inclusion.**

Students admitted to the Programme with a **certified disability equal to or greater than 66% and/or students with a recognised disability pursuant to art. 3, paragraph 1 or paragraph 3, of Law 104/1992, are entitled to total exemption from tuition fees and university contributions** and are required to pay €100 when reserving a place on the Programme. To obtain the exemption, the disability report must be uploaded in the "Profile" section of the Enrolment Portal.

8. TRANSFER FROM ANOTHER UNIVERSITY, SECOND DEGREE AND RESUMPTION OF CAREER

Candidates wishing to transfer from another university, enrol in a second degree or resume their university career must meet the ADMISSION REQUIREMENTS and comply with the deadlines and procedures set out in section 3 ADMISSION PROCEDURES AND DEADLINES.

Depending on the admission phase to which they belong, candidates must submit their application for admission to the Graduate degree Programme in **Business, Media and Organizational Communication** through the Enrolment Portal. Following admission, it is necessary to reserve the place, pay the first instalment and the secretarial fees, and submit the application through the Enrolment Portal within the deadlines indicated in section 3 ADMISSION PROCEDURES AND DEADLINES.

Candidates who transfer from another university, after having reserved their place, may sit other examinations, at their university of origin, until they submit their **Transfer Application,** which must normally be submitted no later than **31 October 2024**. The place is reserved when the documentation submitted is validated by the Student Services Centre.
The competent teaching structure will only assess examinations taken and recorded up to the submission of the Transfer Application.

Candidates enrolling for a second degree, after reserving their place by paying the first instalment and the secretarial fees, must submit an **Application for a Second Degree,** which must normally be submitted no later than **31 December 2024.** The degree from the home programme must necessarily be obtained by 31 December 2024. The place is reserved when the submitted documentation is validated by the Student Services Centre.

Candidates resuming their career, after having paid the first instalment and the secretarial fees, must submit an **Application for Resumption of Career,** which must normally be submitted no later than **31 October 2024**. The place is reserved when the documentation submitted is validated by the Student Services Centre.

Admission to years subsequent to the first is not permitted for the Business, Media and Organizational Communication Graduate Programme.

9. PROGRAMME CHANGE WITHIN UNIVERSITÀ CATTOLICA

Candidates wishing to transfer to a programme/profile within Università Cattolica must meet the ADMISSION REQUIREMENTS and comply with the deadlines and procedures indicated in section 3 ADMISSION PROCEDURES AND DEADLINES.

Candidates must submit their application for admission to the Graduate degree Programme in **Business, Media and Organizational Communication** through the Enrolment Portal. Following admission, it is necessary to reserve the place, pay the first instalment and secretarial fees, and submit the application through the Enrolment Portal within the deadlines indicated in section 3 ADMISSION PROCEDURES AND DEADLINES.

After reserving a place, it is possible to take other examinations of the programme/profile of origin until the start of the Change procedure, which is done by clicking the "**Proceed with Change"** function in the Enrolment Portal, normally no later than **31 October 2024.**
The competent teaching structure will only assess the examinations taken and recorded until the start of the Change procedure.

Admission to years subsequent to the first is not permitted for the Business, Media and Organizational Communication Graduate Programme.

10. CONTACTS

For further information and clarifications, please use the "Request for Information on graduate programmes" or consult the FAQ.

For support in using the Enrolment Portal, use the "Assistance" button within the Portal itself.

Candidates with a foreign qualification can click on the following link: https://unicattolica.tfaforms.net/217939

11. FINAL NOTES AND PERSON IN CHARGE OF THE PROCEDURE

The "General regulations for determining university tuition fees for the a.y. 2024/2025" apply to enrolled students.

Students are required to read any additions, changes, updates to these procedures published on the website of Università Cattolica.

Candidates must ensure that they have correctly completed the necessary steps for admission to the Programme.

In accordance with law n. 241/1990, the person responsible for this admission procedure is Gabriele Montoli (Student Career Services Director).

Milan, 17 April 2024