

<b>PUBLIC RELATIONS AND CORPORATE COMMUNICATION</b>	
1st Cycle Degree	
(3 years - 180 credits )	
<b>Faculty of Communication, Public Relations and Advertising</b>	
<b>COMPULSORY SUBJECTS</b>	<b>Crediti/ Credits</b>
<b>1st YEAR</b>	
Introduction to the Media and Sociology of Cultural Processes	9
Political Economics	9
Public Relations and Corporate Communication	9
Information and Communication Technology	6
Consumption and Corporate Culture	6
The Languages of Advertising	6
Semiotics	6
Professional English I	6
<b>2nd YEAR</b>	
Business Economics	9
Marketing	9
Statistics and Market Research	12
Sociology of Social Change	6
Institutional Communication: Theory and Techniques	6
Professional English II	6
Second foreign language: language and culture	6
Course Options	6
<b>3rd YEAR</b>	
Public Relations (Advanced)	6
Consumer Psychology	9
Italian Language: Writing and Communication Lab	6
Company Organization and Human Resources Management	6
Private Law and Public Law: Fundamentals	6
Design And Creativity	6
Professional English III	6
Course Options	12
Final Project	6
<b>COURSE OPTIONS</b>	
Business Communication and Digital Languages	6
Social Communication	6
Economics and Ethics	6
Advertising: Creativity Techniques	6
Business Strategy And Policy	6
Journalism Lab	6
Public policies for the communication	6
Crises and Emergencies: identification, management and communication	6
Quantitative Analysis Of Information: Basic Notions	6
History of the Italian Cinema	6
Theatrical Trades Lab	6