



# UNIVERSITÀ DEGLI STUDI DI PALERMO

**Department: null**

**A.Y. 2012/2013**

## **DEGREE COURSE IN PUBLIC, BUSINESS AND ADVERTISING COMMUNICATION SCIENCES**

### **- BUSINESS COMMUNICATION AND ADVERTISING -**

#### **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, Literary Criticism and 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**

Graduates of this course will carry out high responsibility activities in:

- The organisation and management of press offices, public relations offices, communication offices, in institutions and/or political organisations;
- The organisation and management of communication branches of public and private companies;
- Planning institutional and business of communication plans;
- Management of information among offices and human resources in public companies;

They might also find professional opportunities in the advertising market (both in traditional communication and promotion forms and through new ICT) and might as well carry out consultancy activities in marketing and political communication.

#### **Final examination features**

In accordance with the educational objectives and the expected learning outcomes, the final examination (18 credits) will consist of an original final dissertation written under the guidance of a supervisor, with multimedia and/or digital video backing, if any (related, depending on the curriculum, to 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). demonstrating the achievement of the specialisation objectives of the course. The dissertation will be presented to a Board appointed by The Board of the Degree Course and approved by the Dean of the Faculty, in accordance with the provisions of Course and

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faculty regulations.

Subjects 1 ° year	CFU	Per	V\W	SSD	TAF
15052 - COMPUTER SCIENCE FOR INSTITUTIONAL AND CORPORATE COMMUNICATION <i>Gambino(RU)</i>	6	1	V \ 1	ING-INF/05	B
06120 - SOCIAL PSYCHOLOGY <i>Boca(PO)</i>	6	1	V \ 1	M-PSI/05	B
15053 - ANALYSIS OF PUBLIC TEXTS AND COMMUNICATION PRAGMATICS <i>Paternoastro(PA)</i>	9	2	V \ 1	L-FIL-LET/12	C
70521 - POLITICAL PHILOSOPHY <i>Vaccaro(PO)</i>	9	2	V \ 1	SPS/01	C
07407 - THEORY OF LITERATURE <i>Coglitore(PA)</i>	9	2	V \ 1	L-FIL-LET/14	C
Optional subjects II	9				B
Free subjects	9				D
	<b>57</b>				

Subjects 2 ° year	CFU	Per	V\W	SSD	TAF
13609 - CONSUMPTION AND LIFE-STYLE SOCIOLOGY <i>Lo Verde(PO)</i>	9	1	V \ 1	SPS/07	B
14184 - INTERNSHIP	3	1	G \ 0		F
08643 - DESIGN, PACKAGING AND MERCHANDISING <i>Pantina(RU)</i>	6	2	V \ 1	ICAR/13	B
13243 - MARKETING OF ADVERTISING COMPANIES <i>Caracci(PC)</i>	6	2	V \ 1	SECS-P/08	B
13260 - SEMIOTICS OF ADVERTISING AND ADVERTISING SPOT TECHNIQUES	15	2	V \ 1		
- SEMIOTICS OF ADVERTISING <i>Marrone(PO)</i>	9	2		M-FIL/05	B
- SPOT ADVERTISING TECHNIQUES <i>Orlando Canzio(PC)</i>	6	2		SPS/08	B
05917 - FINAL EXAMINATION	18	2	G \ 0		E
Optional subjects	6				B
	<b>63</b>				

## OPTIONAL SUBJECTS

Optional subjects	CFU	Per	V\W	SSD	TAF
15182 - BUSINESS ECONOMICS AND MANAGEMENT IN THE COMMUNICATION INDUSTRY <i>Di Betta(PA)</i>	6	1	V \ 1	SECS-P/08	B
15522 - THEORY AND TECHNIQUE OF OPINION POLLS <i>Parroco(PO)</i>	6	1	V \ 1	SECS-S/05	B
Optional subjects II	CFU	Per	V\W	SSD	TAF
16564 - APPLIED ECONOMICS (ADVANCED COURSE) <i>Fazio(PA)</i>	9	2	V \ 1	SECS-P/06	B
15084 - HUMAN RESOURCES ORGANISATION <i>Ingrassia(PO)</i>	9	2	V \ 1	SECS-P/10	B

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