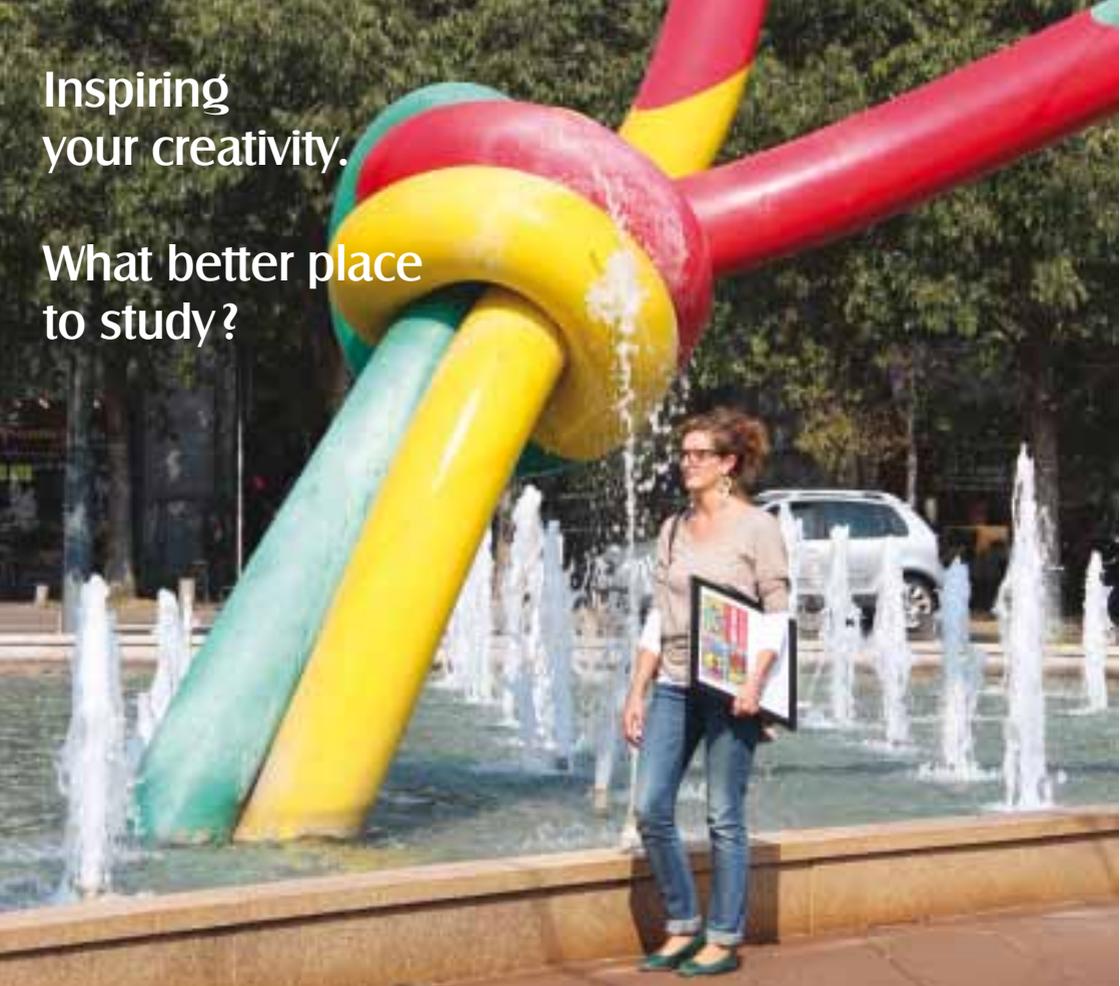


Inspiring
your creativity.

What better place
to study?



Master in Corporate Communication

School of Economics
School of Language Sciences and
Foreign Literature
A.Y. 2013/2014
Milan campus



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



Study Corporate Communication in Italy's creative capital

Every student who comes to Cattolica soon discovers his or her favorite place. From lawns and cloisters to cafés, gardens and laneways, Cattolica offers an environment where lifelong memories are forged.

Cattolica is one of those great European universities which has become part of the city landscape. It is a complete University within a prized central location. Cattolica has a strong academic profile, one that is reflected by its ranking, reputation, and global network. Cattolica students enjoy high levels of interaction with academic staff. They have numerous course choices and access to excellent facilities, not least our extensive library.

Our main campus in Milan is an integral part of the local community. The bustling streets around our campus are full of cafés, restaurants, and shops. Our students mingle with tourists, business people, and the local population. Yet hidden discreetly within our perimeter are picturesque gardens and courtyards, all of which add to the unique ambience and conducive study environment.

Many of the city's premier attractions, including *Duomo Cathedral*, *Castello Sforzesco*, *Galleria Vittorio Emanuele II*, *Via della Spiga*, and the *Navigli* canal district, are located just a few minutes walk away. Some are even within the University neighborhood, such as *La Basilica di Sant'Ambrogio*.

To study at Cattolica is to become one with the city. Our students are part of the spirit of Milan, described by a group of international students as surreal, magical, cosmopolitan, gracious, fashionable, and Bohemian.

Footsteps around Milan

Milan is a city of movement. People walk everywhere. Their sense of style ranges from casual sophistication to elegant design.

Milan is a modern and progressive city, the commercial heartland of Italy, and headquarter to many of Italy's multinational corporations and world famous brands.

Milan is a city of people. A city full of life. The menus of Milanese restaurants have influenced the world's finest cuisines. And the creations of Italian designers have placed Milan alongside New York, Paris, and London as a home of global fashion.

Milan is the undisputed financial, commercial and industrial capital of the country and has a driving economy that makes it the only gate to international capital markets. It has over 8,600 registered active national and international financial and insurance businesses.

The Italian Stock Exchange, *la Borsa Italiana*, which lists over 220 companies, is located ten minutes away from our campus, a prime vicinity for those students studying in the fields of Economics, and Banking and Finance.

Being headquarter to many of Italy's multinational corporations and world famous brands, Cattolica students can breathe and live the energy of a business-centered city life right outside the central campus doorstep, and are in the ideal position to put into practice the knowledge gained during the courses whilst using their own language abilities and cultural competencies that are so valued and sought-after.

Milan is also hosting the Expo 2015 World Fair with the central theme of "Feeding the Planet, Energy for Life," providing companies operating in a wide range of fields (from food and food biotechnologies to renewable energies and logistics) the chance to network, discuss trends and encourage business and growth. Cattolica students are in an excellent position to closely observe and discuss the planning of this key event.

Yet despite the opportunities which accompany a busy and successful city, the essence of Milan is as true today as in centuries past. With the world-famous opera theatre, *La Scala*, the imposing *Duomo Cathedral*, the stunning *Castello Sforzesco*, and the young and trendy *Colonne di San Lorenzo* all close by, Milan marks its presence on the global cultural scene too.

In short, Milan is a beautiful, cultured and dramatic city, offering a multitude of features that tourists rarely discover and an equal number of opportunities for International Students to develop their academic and professional careers.





Why choose Corporate Communication at Cattolica?



Location

There is an extraordinary beauty to the city of Milan, one which has inspired the creativity behind some of the world's iconic fashion and design labels. Milan is recognized as a fashion and design capital, and has a major global influence in commerce, industry, music, sport, literature, art, and media.



A genuine experience
Cattolica is a renowned international catholic institution, distinguished by its sense of welcome, engagement with students and, above all, its recognition of the individual. Cattolica takes great pride preparing its students with the adequate knowledge, skills, and great motivation for a global context, with prospects to become global leaders through its academic programs.



Scholarships

Each year Università Cattolica awards many hundreds of need and merit based scholarships to eligible undergraduate and graduate students. Individual awards can either consist of a reduction of the annual tuition amount or a full scholarship covering tuition and additional benefits, depending on the student's eligibility for scholarship assistance.

“A world of tools for tomorrow's ideas.”



A global network

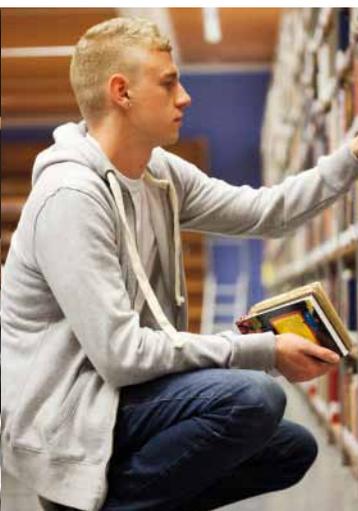
Our partner companies:

- › ABC
- › Blei
- › Deutsche Bank
- › Fiat Group
- › Henkel
- › International Advertising Association
- › Iterion
- › Leo Burnett
- › Mediacom
- › MS&L
- › Nurun
- › The Coca-Cola Company



World-class opportunities

Master students gain 360° of business communication knowledge and may be employed by companies or agencies to carry out tasks related to strategic and operational management of all areas of communication (corporate public relations, marketing communication, brand management, internal communication, investor relations, accounting and strategic planning).



Placement & Career Service

Cattolica's Career Service will accompany you through this journey. The dedicated staff will help orientate you along the paths of research, internships and employment, providing highly valued information and support. Over 6,500 internships are undertaken annually, and contacts include 2,000 companies. In 2011 Cattolica was ranked No.1 in employment placement in Italy.



Specializing Master in Corporate Communication

Quick facts



Program type:

Specializing Master ("Master Universitario")

Course duration:

November 2013 –

November 2014 (1 year)

3 days a week; 5 hours per day

Total ECTS: 60

Employment rate:

90% of Cattolica graduates from the Management sector enter into the work force within twelve months of graduating

The articulation and depth of the lessons, which combine theory and practice, alongside Faculty members, gives this master a particular authority and incisiveness on the managerial level. Faculty are made up of academics with extensive international experience, highly qualified executives, as well as professionals from different industries.

Learning objectives

The program aims to provide participants with comprehensive and high level training. These skills derive from university professors of academic expertise in the field of corporate communication, along with the professional skills of communication managers from renowned global companies, and communication agencies.

The training is centered around the most current and significant strategic and operational issues of corporate communication in all its business configurations. This is done in order to make the students acquire professional, interpersonal, and language skills necessary to become effective communication executives.

Classes are based upon a managerial and pragmatic approach. They involve active participation from students in discussions about business cases, as well as, the implementation of strategic and operational documents – such as communication plans, media plans, and creative briefs. This learning approach is done both individually and in groups, envisaged to stimulate team building, pragmatism, problem solving, and critical thinking. During the final individual project work students are required to implement the skills acquired during the Master and internship.

Curriculum

Corporate Communication	5 ECTS
Business-to-Business communication	4 ECTS
Consumer Behavior	4 ECTS
Brand Management	5 ECTS
Market Insights & Account Management	4 ECTS
Internal Communication and Employer Branding	4 ECTS
Corporate & Marketing Public Relations	5 ECTS
Advertising Creative & Media Strategy	5 ECTS

Interactive & Social Media Marketing Communications	5 ECTS
Qualitative and Quantitative Market Research	5 ECTS
Oral and Written Presentations	4 ECTS
Chinese Culture and Language Course	3 ECTS
Advanced English Course for Business	3 ECTS
Internship and Project Work	4 ECTS

Entry Requirements

Graduates must hold a Bachelor or Master degree in either economics, linguistic, humanistic or communication disciplines. This Master is also open to all graduates from other faculties.

For applicants whose first language is not English they will need to either:

- › Have a TOEFL/IBT overall score of at least 80 or an Academic IELTS overall score of at least 6.0, or
- › Have successfully completed a degree program taught in the English language in a country where English is the official language.
Cattolica's TOEFL institution code is 2605.

Admission Procedures

The International Master in Corporate Communication is open to a maximum of 30 participants per year. Applications will be available online starting from mid December 2012. For details please contact

› international.inquiry@unicatt.it

The supporting documents required are as follows:

- › A motivation letter;
- › CV including passport photo;
- › Certificate of Bachelor's Degree or Master's Degree with the list of the exams and grades.

Fees & Scholarships

The amount of the tuition fee is € 8,000 and must be paid as follows:

- › € 3,500 upon registration
- › € 2,500 by March 2014
- › € 2,000 by September 2014

One annually-funded Scholarship, sponsored individually by Leo Burnett cover the entire registration fee (€ 8,000 each) and is awarded to eligible students on the basis of merit and academic achievement.

How to apply

Applicants are required to submit an online application form, along with their supporting documents. The online application form, application instructions and admission procedures are available at

› www.ucscinternational.it/apply-online

Application outcomes will be communicated 4-6 weeks following the deadline from when you have applied.

Deadlines

Priority consideration deadline: February 1, 2013

Deadline 2: April 15, 2013

Deadline 3*: September 15, 2013

* Please note no scholarships will be available.

Faculty

Scientific Board:

- › Prof. Edoardo Teodoro Brioschi
- › Prof. Maria Zoia
- › Prof. Luisa Camaiora
- › Prof. Renato Fiocca
- › Prof. Rossella Gambetti
- › Dr. Giacomo Archi (Henkel)
- › Dr. Giorgio Brenna (Leo Burnett)

Professors:

- › Giorgio Brenna (Chairman & CEO Leo Burnett)
- › Edoardo Teodoro Brioschi (Università Cattolica del Sacro Cuore)
- › Elisabetta Brunella (General Secretary Media Salles)
- › Luisa Camaiora (Università Cattolica del Sacro Cuore)
- › Daniela Canegallo (CEO MS&L Italia)
- › Daniela Corsaro (University of Lugano)
- › Renato Fiocca (Università Cattolica del Sacro Cuore)
- › Rossella Gambetti (Università Cattolica del Sacro Cuore)
- › Guendalina Graffigna (Università Cattolica del Sacro Cuore)
- › Francesco Guerrera (Art Director and Executive Creative Director, Tragos Bonnage Wiesendanger Ajroldi)
- › Patricia Huddleston (Michigan State University)
- › Nicola Lampugnani (Copywriter and Executive Creative Director, Tragos Bonnage Wiesendanger Ajroldi)
- › Edoardo Lozza (Università Cattolica del Sacro Cuore)
- › Alessandro Martello (Category Marketing Manager, Henkel)
- › Giorgio Paoletti (Senior Communications Professional, Intesa Sanpaolo)
- › Giacomo Passoni (Brand Manager, Henkel)
- › Steve Quigley (Boston University)
- › Attilio Redivo (Chairman and CEO Mediacom Italy)
- › David Roca (Universitat Autònoma de Barcelona)
- › Barbara Sala (Central & Southern Europe Media Director, The Coca-Cola Company)
- › Beniamino Stumpo (President, Iterion)
- › Don E. Schultz (Northwestern University)
- › Elizabeth Tissier-Desbordes (École Supérieure de Commerce de Paris-EAP)
- › Annalisa Tunisini (Università Cattolica del Sacro Cuore)
- › Maria Zoia (Università Cattolica del Sacro Cuore)

Supporting Company

The first level International Postgraduate Master Diploma in Corporate Communication features the following Supporting Company:

Leo Burnett

› www.leoburnett.it

Internships

Supporting companies and partner organizations as well as some Faculty members' companies are willing to offer internships to students enrolled in the Master program.

Contacts

International students contacts (applicants with an international degree)

UCSC International

Via Carducci 28/30, 20123 Milan

Phone: +39 02 7234 5108

Fax: +39 02 7234 5806

Email › international.inquiry@unicatt.it

Web › www.ucscinternational.it



› www.facebook.com/UCSCinternational

Sign up for your MyCattolica account to access personalized information regarding your chosen program and gain a better idea of life at Cattolica

› www.ucscinternational.it/my_cattolica

Domestic students contacts (applicants with an Italian degree)

Ufficio Master

Via Carducci 28/30, 20123 Milan

Email › master.universitari@unicatt.it