



FACULTY OF COMMUNICATION

**BACHELOR'S DEGREE COURSE IN COMUNICAZIONE D'IMPRESA E RELAZIONI PUBBLICHE
(and previously offered courses)
BACHELOR'S DEGREE COURSE IN CORPORATE COMMUNICATION AND PUBLIC RELATIONS
BACHELOR'S DEGREE COURSE IN COMMUNICATION, MEDIA AND ADVERTISING**

**ORGANISATION AND EVALUATION PROCEDURES FOR THE FINAL EXAMINATION
ACADEMIC YEAR 2023/2024
(BACHELOR'S DEGREE COURSES Ministerial Decrees 509/99 and 270/04)**

1. Characteristics of the Final Examination

The final examination consists of a brief presentation to a Board of three professors (the Examination Board), as provided for in the Regulations for the presentation of the final dissertation, on a subject related to one of the courses included in the Study Plan, on which the student has prepared a written dissertation in the form of an article, an essay or a case study based on an explicitly formulated question. It must be between **40,000 and 80,000 characters** in length with spaces included, and must include an adequate bibliography (not to be included in the character count).

The final examination will be assessed on the basis of the student's ability to:

- a) research information from different sources;
- b) organise and structure a written paper;
- c) write and present their paper appropriately.

For their presentation, and in agreement with their supervisor, students will be allowed to use multimedia aids.

Students graduating from the degree courses in *Comunicazione d'impresa e relazioni pubbliche* and *Communication, Media and Advertising* may submit their final dissertation in English as long as it includes an abstract in Italian (no less than 8,000 characters). Students' must submit their request to the Registrar's Office with their reasons and obtain a favourable opinion from their supervisor, who will be responsible for assessing the overall quality of the final dissertation.

Students graduating from the degree course in *Corporate Communication and Public Relations* held in English must write their dissertation in English. The presentation will also be in English.

For all other aspects, the academic regulations for each degree course shall apply.

2. Assignment and registration of the subject of the Final Examination

The subject of the Final Examination (the "title") is assigned – subsequent to the request presented by students who have acquired and registered at least 90 CFU credits at the start of the final year of their course or in any case around six months prior to the degree session during which they intend to take the Final Examination - by a Professor (the "Supervisor") officially teaching a course included in the candidate's Study Plan. Students may also choose from elective courses as long as they are consistent with their main training programme. The form for registering the title is available on the personal online page in the section *Degree > Diploma attainment*. After agreeing on the definitive title with their Supervisor, students may complete registration procedures through the [Online services](#), in the section *Degree > Diploma attainment*, in accordance with the following deadlines:

- **22 February 2024 for students intending to take the Final Examination in the July 2024 session**
- **6 June 2024 for students intending to take the Final Examination in the November 2024 session**
- **3 October 2024 for students intending to take the Final Examination in the April 2025 session**

Students whose title was approved more than five years ago (titles approved before **1st July 2019**) are required to contact their Supervisor to verify its continued validity, failing which the approved title will be deemed invalid.



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3. Admission to the Final Examination

Students who have received approval of the title and who have acquired (or expect to acquire) all the CFU credits required in accordance with their Study Plan, must present their application for admission to the Final Examination (“degree application”) at least two months before the degree session during which they intend to take the Final Examination. The degree application form is available on the personal online page in the section *Degree > Diploma attainment*. After agreeing on the registration of the degree application with their Supervisor, students may complete registration procedures through the [Online services](#), in the section *Degree > Diploma attainment*, in accordance with the following deadlines:

- **13 June 2024 for students intending to take the Final Examination in the July 2024 session**
- **19 September 2024 for students intending to take the Final Examination in the November 2024 session**
- **13 February 2025 for students intending to take the Final Examination in the April 2025 session**

The registration of the degree application requires the payment of the graduation fee and the compilation of the AlmaLaurea questionnaire.

4. The Examination Board for evaluating the Final Examination, the Certifying Board for awarding the Degree and Graduation Day.

The degree examination consists of a brief presentation and discussion (open to the public but without any ceremonial characteristics) of the final dissertation in front of a Board – called the **Examination Board** - made up of three teachers, who may or may not belong to the same Faculty, in the subject area of the candidate’s dissertation.

The Examination Board is appointed by the Dean and includes the candidate’s thesis supervisor. At the end of the session, the Examination Board only communicates the general overall evaluation to all candidates (from unsatisfactory to excellent).

The final degree mark will be awarded at a later date by the **Certifying Board**, taking into account the evaluation expressed by the Examination Board, the degree thesis, the candidate's starting grade and further elements for evaluation based on the grid approved by the Faculty Board.

The Certifying Board consists of five Professors from the Faculty and is chaired by the Dean.

Meetings of the Certifying Board are held in private. The presence of the candidate is not permitted.

The proclamation and awarding of the parchment will take place during Graduation Day, which is organised close to the end of the graduation session, open to the public and ceremonial in nature.

During Graduation Day, the Dean of the Faculty or a professor delegated by him will call the students individually to confer the degree and present them with the parchment.

For the Academic Year 2023/2024 the following dates have been fixed for Graduation Days:

- **25 July 2024 for students taking the Final Examination in the July 2024 session**
- **9 and 11 November 2024 for students taking the Final Examination in the November 2024 session**
- **4 April 2025 for students taking the Final Examination in the April 2025 session**

5. Delivery of printed copies of dissertations from the Print Centre

Printed copies of the final dissertation will be delivered to the lecture room on the day of the presentation (i.e. they are not to be collected prior to the day of the presentation); two softcover copies will be printed.



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6. Criteria for evaluation of the final examination and the degree mark

Without prejudice to the responsibility and decision-making autonomy of the Examination Board, the Faculty Council - as the academic body responsible for coordination - has approved the following points system for the final examination:

- unsatisfactory (insufficiente): the student must repeat the Final Examination
- satisfactory (sufficiente): 0/1 point
- quite good (discreto): 2 points
- good (buono): 3 points
- very good (ottimo): 4/5 points
- excellent (eccellente): 6 points

Points to be awarded based on curriculum:

- International mobility programmes providing for the recognition of CFUs (Erasmus, Study Abroad, Exchange programme, Summer session, etc.): 1 point
- Currently on a degree course*: 1 point
- Number of 'distinctions' (exams passed 'con lode')**: 1 point for at least 2 distinctions
- Participation (paid or unpaid) for no less than 12 months on University Boards and/or Quality Assurance Committees: Joint Student-Teaching Committees; QA Groups for Courses of Study; student-elected Representatives on the Academic Senate, Board of Directors, Faculty Councils; Presidio di Qualità; Nucleo di Valutazione (resolution of the Academic Senate of 22 February 2023): 1 point
- Participation on IULM University Equal Opportunities Committee for at least 12 months: 1 point
- Certified participation in "Badge of Honour" cultural initiatives (as per the Regulations): 1 point (awarded at the discretion of the Committee - resolution of the Academic Senate of 16 March 2022)

* *regular progress made in no more than three consecutive and uninterrupted years of studies at IULM University; in the case of years of interruptions to studies, previous periods of study at other universities or incoming transfers, "repeating" enrolments, intermediate years "fuori corso" etc., the point is not awarded.*

** *for courses divided into modules, the calculation of distinctions will take into account partial assessments, irrespective of the average mark for the overall examination*

In any case no more than 3 points in total may be awarded based on curriculum.

Finally, the Faculty Board may decide on the possibility of also awarding negative marks (up to -2 points) in the event of disciplinary measures or suspension of examinations due to irregularities in proceedings.

A maximum of 9 points may be awarded. If the maximum mark is awarded (110/110), the Examination Board may, for justified reason and with a unanimous vote, award the degree *cum laude*.

**The Faculty Dean
Prof. Luca Barbarito**

Milan, 13 November 2023