



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

Global Engagement Office
International Relations Division

COMMUNICATION STRATEGIES
MASTER DEGREE

Department of Linguistic and Literary Studies
School of human and social sciences and cultural heritage



UNIVERSITÀ
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DI PADOVA

8 CENTURIES OF ACADEMIC EXCELLENCE

- ITALIAN WORLD-CLASS UNIVERSITY
- MULTIDISCIPLINARY AND INTERDISCIPLINARY
- RESEARCH-INTENSIVE
- BEST UNIVERSITY IN ITALY
FOR TEACHING AND RESEARCH QUALITY
- TOP 250 UNIVERSITY IN THE WORLD



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THE UNIVER-CITY



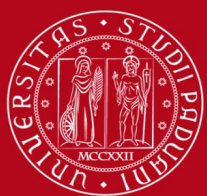
PADUA

City-campus

Student-centred town

Unique setting

Strategic position



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**SCHOOL OF
HUMANITIES**



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Play different

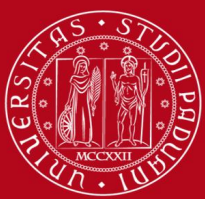
*A different
way
to learn*

Theater classes
In 7 languages

All year long

EU students and Non EU students





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Play different





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Go global!

Erasmus + for Study (EU)

Erasmus + for Traineeship (EU)

Ulisse (Extra-EU)

Virtual Exchanges

Coimbra, Arqus.....

You've got the chance!



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INTAKE 2023/24

2° Call for Applications

NON-EU + EU

2nd March - 2nd May 2023

3° Call for Applications

EU ONLY

2nd June - 2nd August 2023

[APPLY.UNIPD.IT](https://apply.unipd.it)



Application fee (€ 30) + Admission fee (€ 200)



TUITION FEES (A.Y. 2023/2024):

- Group A – Humanities and Social Sciences: €2,533/year

INSTALMENTS	
1st	EURO 200 <u>upon enrolment</u>
2nd	<u>February 2024</u>
3rd	May 2024



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About VISA and ACOOMODATION

The University of Padova is **NOT** responsible for the **concession of your visas**. That depends on the choices made by your Embassy/State.

We have no leverage on that.

The selection process may be not concluded before your actual enrollment.

We will provide you with the proof of your status as an enrolled student.

The University of Padova hosts a direct link with the local Police Office (Questura).

Accommodation is not directly provided by the University of Padova. We are supporting the efforts of the University of Padova in establishing further communication channels with Padova-based organisations of homeowners and communities of foreigners.

In order to rent a flat, a VISA is needed.



www.unipd.it/en/housing



Housing Office

Support for the accommodation research in the private market

housing@unipd.it

- Housing Anywhere



- Private colleges reserve a limited number of places exclusively for international students.
- The ESU Regional Agency provides accommodation for about 1,600 students in its 10 halls of residence, which are situated in the city centre or near the university buildings.



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OPEN WEEKS

Master in
**COMMUNICATION
STRATEGIES**



1. INTRO-KEYWORDS
2. ENTRY REQUIREMENTS
3. PROGRAMME STRUCTURE
4. CAREER OPPORTUNITIES
5. FURTHER INFO
6. CONTACTS



COMMUNICATION STRATEGIES

LEVEL	Master
SCHOOL	Human and Social Sciences and Cultural Heritage
DEPARTMENT	DiSLL. Department of Linguistic and Literary Studies
DURATION	2 years (120 ECTS)
START DATE	October
LOCATION	Padua, Italy
COORDINATOR	prof. Denis Brotto
WEB	www.unipd.it/en/communication-strategies



The Master's degree programme in Communication Strategies offers an advanced study programme focusing on cross-disciplinary methods for designing communication projects and strategies.

The programme aims to provide students with the theoretical and practical knowledge necessary for the analysis of communication in different fields, such as multimedia and technology, business and marketing, sociology and communication practices.

The programme offers an important chance to receive a high-quality education that responds to the rapid transformations and significant challenges of today's world of communication.



A word cloud visualization of the abstract 'Cross-Disciplinary Communication Strategies in the University of Padua'. The words are arranged in a circular pattern, with 'Communication Strategies' and 'University of Padua' being the most prominent. Other visible words include 'Cross-Disciplinary', 'Multimedia', 'Globalization', 'Technology', 'Cinema', 'Education', 'Business', 'Challenges', 'Transformations', 'Marketing', 'Photography', 'Writing', 'High-Quality', 'Social Media', and 'University of Padua'.



WHAT ARE THE MAIN AIMS OF THE PROGRAMME?



- Understanding the specific phenomena concerning communication, in particular in the public, business, political, mass-media and social fields;
- Knowledge and ability to analyze cultural processes related to communication;
- The understanding of the changes that are affecting the new media and their relationship with communication processes;
- Learning of technological and linguistic tools relating to communication phenomena;
- The knowledge (theoretical and practical) of the different professional fields concerning communication.



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PROGRAMME SPECIFIC ENTRY REQUIREMENTS

**ARE THERE ANY PROGRAMME SPECIFIC
ENTRY REQUIREMENTS?**



- Bachelor's degree (or higher) in Communication or equivalent
- English language: B2 level (CEFR) or equivalent



Language Requirements

CERTIFICATE	MINIMUM SCORE
TOEFL (Including TOEFL IBT)	80
IELTS (Academic / General Training)	6.0
Cambridge ESOL (General and HE)	170
Trinity College London (ISE)	ISE II
Oxford University Press (OTE)	126
Gatehouse (ESOL International Classic)	GA Level 1
Pearson PTE	PTE General 3 (ESOL Level 1)
Pearson PTE Academic	65

Other Requirements

Verify country-based specific entry title requirements at the following link:

<https://www.unipd.it/en/entry-title-requirements>



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THE DEPARTMENT

**WHERE IS THE DEPARTMENT
LOCATED?**



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THE DEPARTMENT



Complesso Beato Pellegrino, Padua



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THE DEPARTMENT

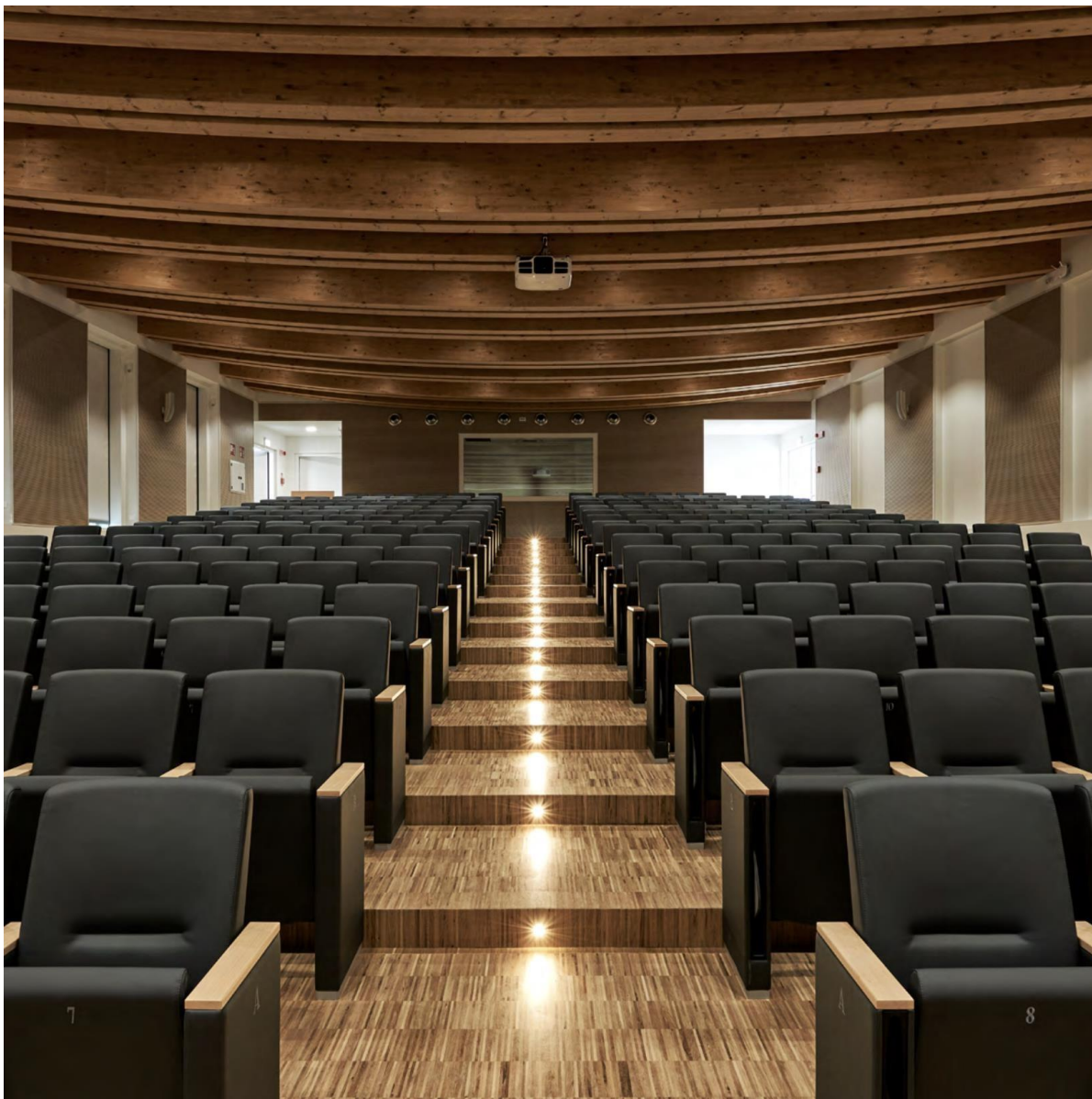


Complesso Beato Pellegrino, Padua



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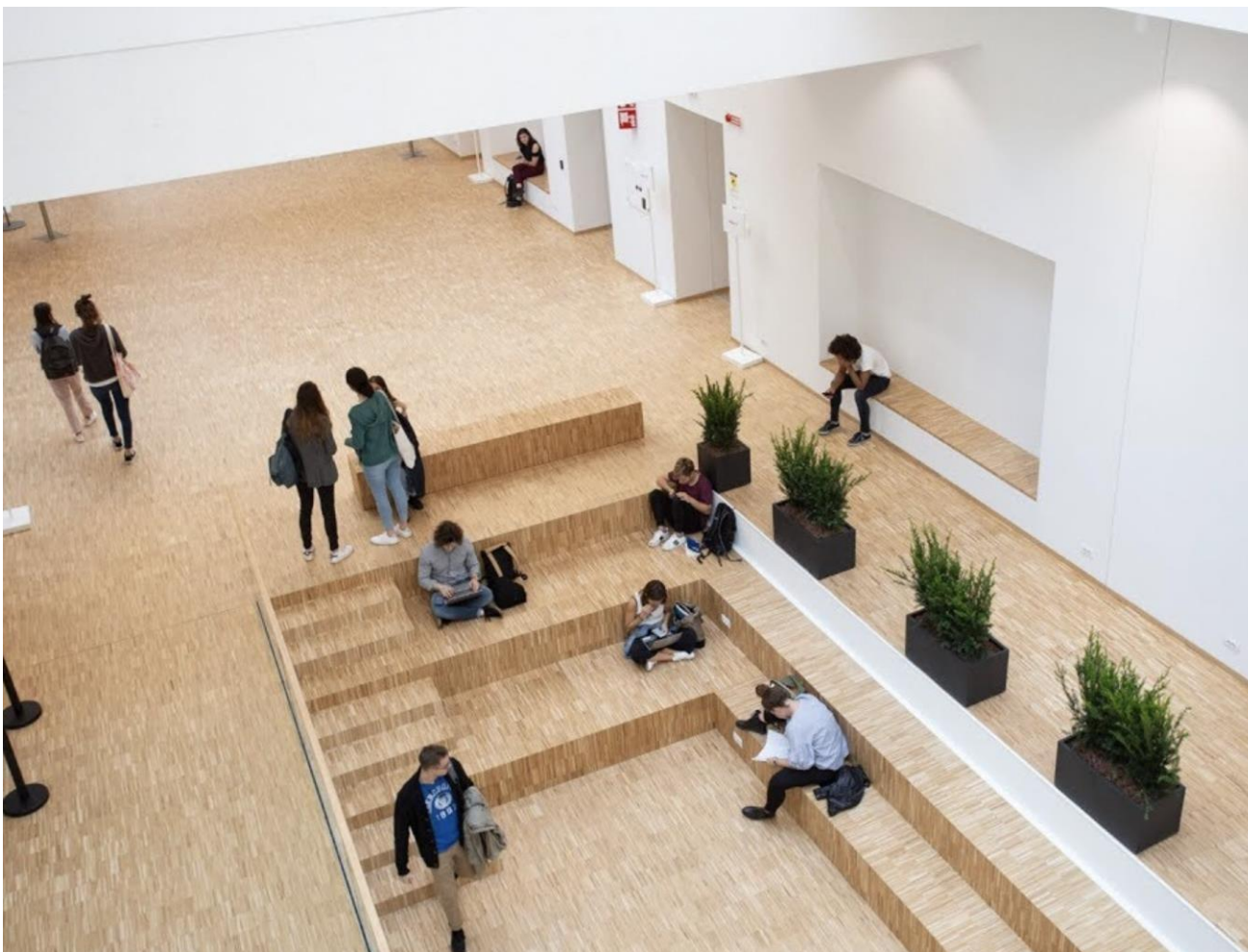


Complesso
Beato Pellegrino



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Complesso Beato Pellegrino, Padua



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POLO BIBLIOTECARIO - LIBRARY



Beato Pellegrino Library, Padua



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POLO BIBLIOTECARIO - LIBRARY



Beato Pellegrino Library, Padua



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PROGRAMME STRUCTURE

WHAT IS THE PROGRAMME STRUCTURE?



COMMUNICATION STRATEGIES

Common Basis 1	5 exams	30 cfu (5x6 cfu)
Common Basis 2	3 exams	18 cfu (3x6 cfu)
Related Courses	3 exams	18 cfu (3x6 cfu)
Foreign Language	1 exam	6cfu
Elective Courses	2 exams	12 cfu
Labs & Stage		12 cfu
Final Dissertation		24 cfu
TOTAL		120 cfu



COMMUNICATION STRATEGIES

COMMON BASIS 1

INFORMATION AND COMMUNICATION THEORIES AND TECHNIQUES

5 courses to choose between:

COMPUTATIONAL THINKING

TECHNOLOGY AND SOCIETY

IMMERSIVE TECHNOLOGIES

DIGITAL SOCIOLOGY

SOUND DESIGN AND MUSIC TECHNOLOGY

DIGITAL CINEMA AND VIDEO MAKING

LINGUISTICS FOR COMMUNICATION



COMMUNICATION STRATEGIES

COMMON BASIS 2

SOCIO-ECONOMIC, HISTORICAL-POLITICAL AND COGNITIVE DISCIPLINES

3 courses to choose between:

TEXTS AS DATA

COMMUNICATION PRACTICES, DIVERSITY AND INCLUSION

DIGITAL CULTURE, GENDER AND SOCIETY

COMMUNICATION AND MEDIA IN HISTORY

POLITICS AND SOCIAL MEDIA



COMMUNICATION STRATEGIES

RELATED COURSES

3 courses to choose between:

INTERCULTURAL COMMUNICATION

PERFORMATIVE LEARNING AND COMMUNICATION

DIGITAL STORYTELLING

PRINCIPLES OF SUSTAINABILITY SCIENCE

NON VERBAL COMMUNICATION

SOCIAL NETWORK ANALYSIS

WRITING FOR THE MEDIA

SEO IN WEB DESIGN



COMMUNICATION STRATEGIES

FOREIGN LANGUAGE COURSE

1 course to choose between:
COMMUNICATING IN SPANISH
FRENCH LANGUAGE
GERMAN LANGUAGE



COMMUNICATION STRATEGIES

WORKSHOPS OF COMMUNICATION TECHNIQUES

2 labs between:

PUBLIC VALUES IN MEDIA AND ICT
DIGITAL, MARKET AND SUSTAINABILITY
LABORATORIO DI TECNICHE COMUNICATIVE



COMMUNICATION STRATEGIES

ELECTIVE COURSES

12 CFU

<https://en.didattica.unipd.it/off/2022/LM/SU/IF0315/002PD>

STAGE

12 CFU

Career Service Office - <https://www.unipd.it/stage>

FINAL DISSERTATION

18 CFU



- Degree Programme Regulation
https://elearning.unipd.it/scienzeumane/pluginfile.php/851624/block_html/content/SGC_allegato2_coorte_2021.pdf?time=1635853272403
- Moodle page of COMMUNICATION STRATEGIES
https://elearning.unipd.it/scienzeumane/mod/forum/discuss.php?d=273_692
- Courses of the Master's Degree
<https://ssu.elearning.unipd.it/mod/page/view.php?id=291191>
- Timetable http://agendastudentiunipd.easystaff.it/index.php?view=easycourse&include=corso&_lang=it



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CAREER OPPORTUNITIES

WHAT ARE THE CAREER OPPORTUNITIES?



GRADUATES WILL BE ABLE TO APPLY FOR JOBS SUCH AS

head of public relations

head of communication and marketing

head of press office

project manager

account executive

account supervisor

media planner

copywriter for advertising

web content manager

Graduates may also continue their education in doctoral programmes.



WHO CAN YOU CONTACT FOR INFORMATION?

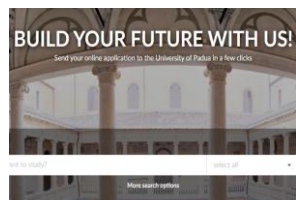


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WEB & CONTACTS



www.unipd.it/en



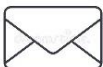
Apply on our [application platform](#)



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Instagram: [unipd](https://www.instagram.com/unipd)



Info: Internationalstudents.disll@unipd.it



DEPARTMENT OF LINGUISTIC AND LITERARY STUDIES



- [Communication strategies website](#)
- [Department of Linguistic and Literature Studies website](#)
- [Read our FAQ for international students:](#)
 - Before applying
 - Application platform
 - Application tasks and documents
 - Admission
 - Pre – Enrolment and VISA
 - Enrolment
 - Scholarship opportunities



Chair of the Degree Course - prof. Denis Brotto



Communication Strategies Coordinator - prof. Luigi Marfè



Erasmus Coordinators - prof. Stefano Sbalchiero



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WATCH OUR VIDEO “10 reasons for studying in Padua”

www.youtube.com/watch?v=Zl6vKRe6PWc