



Inspiring communication
excellence

Master in Corporate Communication IPMCC - IV edition

Faculty of Economics and
Faculty of Language Sciences
and Foreign Literature



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

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Quick facts

IPMCC ID

- › FIRST LEVEL POSTGRADUATE MASTER DEGREE
- › FULL TIME PROGRAM MONDAY TO FRIDAY - MANDATORY ATTENDANCE
- › START DATE SEPTEMBER
- › DURATION 1 YEAR
- › TAUGHT IN ENGLISH

DIVERSITY

- › UP TO 35 PARTICIPANTS WITH A MULTIDISCIPLINARY BACKGROUND
- › ON AVERAGE 13/14 NATIONALITIES WORLDWIDE REPRESENTED AMONG PARTICIPANTS
- › IN-CLASS TRAINING WITH ACADEMIC PROFESSORS AND CORPORATE EXECUTIVES

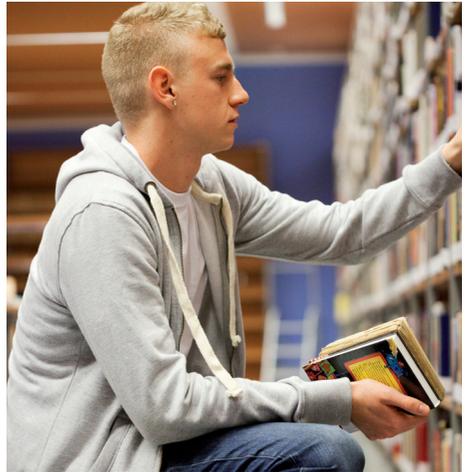
UNIQUENESS

- › SELF AND TEAM EMPOWERMENT SESSIONS
- › JOB INTERVIEW SIMULATIONS
- › FIELD EXPERIENCES
- › REAL CONSULTANCY BUSINESS PROJECTS

Why a Master in Corporate Communication at UCSC?

We live a world in which consumers and other stakeholders are actively seeking a dialogue with companies, brands, and products. This is even boosted by the globalization of markets. Hence companies urgently need executives, managers, and employees with a sound mastery in communication both at a corporate and brand level, to be able to face and lead the challenge of stakeholder conversations.

That's exactly what the Master in Corporate Communication is up to!



IPMCC will enhance the potential of young brilliant professionals training them to tackle all the complexities underpinned by corporate and brand communication management. Students will develop a broad knowledge and solid expertise in the corporate communication field meant as the articulated and dense set of communicative and relational manifestations that connect companies, brands, and stakeholders. Participants will get a comprehensive and high level training which effectively combines the academic expertise of university professors with the professional mastery of communication executives belonging to some of the main companies and communication agencies operating in the national area. IPMCC training is centered on the most current and significant strategic and operational issues of corporate and brand communication in all their business configurations, in order to make the students acquire professional, interpersonal, and language skills necessary to be effective communicators in organizations and agencies. IPMCC develops a managerial and pragmatic approach and imply an active participation of the students by getting them involved in group discussions and assignments envisaged to stimulate team building, pragmatism, problem solving and critical thinking.

Program overview

The 4 E of IPMCC Excellence

ENRICHING: the first module is aimed at putting all students on the same page by building and expanding the foundations of their future profession. Classes offer a conceptual overview of the main communication-related knowledge areas which inform managerial practice in the field of corporate and brand communication

- › CORPORATE COMMUNICATION
- › MARKETING
- › CONSUMER BEHAVIOR
- › STAKEHOLDER RELATIONSHIP MANAGEMENT AND NEGOTIATION
- › COMMUNICATION SKILLS
- › ADVANCED ENGLISH COURSE FOR BUSINESS (ITALIAN STUDENTS)
- › ITALIAN LANGUAGE AND CULTURE (INTERNATIONAL STUDENTS)

EMPOWERING: the second module is aimed at equipping students with the distinctive competences to master the communication profession both in organizations and agencies. Classes challenge students on the critical abilities to generate and manage conversations with consumers and stakeholders

- › BRAND MANAGEMENT & CONSUMER-BRAND RELATIONSHIPS
- › MARKET INSIGHTS & ACCOUNT MANAGEMENT
- › ADVERTISING CREATIVE & MEDIA STRATEGY
- › UNCONVENTIONAL INTERACTIVE & SOCIAL MEDIA MARKETING COMMUNICATIONS
- › CORPORATE & MARKETING PUBLIC RELATIONS
- › RETAIL EXPERIENCE MANAGEMENT

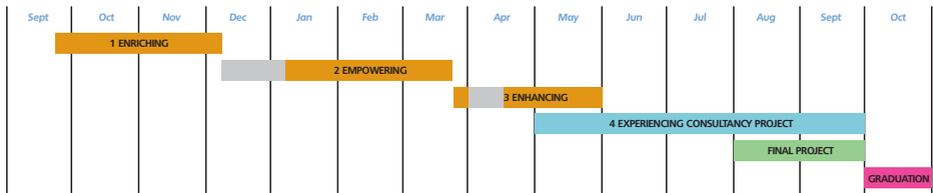
ENHANCING: the third module is aimed at refining students' communication skills beyond core ones by focusing on specialty areas strongly requested by the market nowadays. Classes train students in analytical thinking to interpret markets and in business networking to relate with market actors

- › BUSINESS-TO-BUSINESS COMMUNICATION
- › INTERNAL COMMUNICATION & EMPLOYER BRANDING
- › QUALITATIVE & QUANTITATIVE MARKET RESEARCH
- › FAR EAST CULTURE AND LANGUAGE

EXPERIENCING: the fourth module offers students the opportunity to plunge into the real market context by activating the competences they have acquired during in-class training. This module represents the ideal bridge between Master studies and the profession

- › CONSULTANCY FIELD PROJECT

Program time schedule



Classes begin in September 2014 and run until May 2015.

After in-class educational sessions, all students will undergo their professional training taking part into consultancy field projects based on real business challenges. The closing ceremony is expected in October 2015.

Classes run from Monday to Friday, 5 hours per day, 9 a.m. - 2 p.m.
Attendance is compulsory.

Course details

ENRICHING

Corporate Communication 4 CFU

The course presents an overview of the basic theoretical and managerial principles of corporate communication in the international context, emphasizing the unitary view of corporate communication as both a strategic business function and an interdisciplinary academic discipline driving corporate success.

Marketing 4 CFU

The course provides an introduction to the conceptual principles of marketing in the frame of corporate strategy and business processes. The aim of the course is to illustrate the basics of strategic and operational marketing for companies competing in complex and fast-evolving markets.

Consumer Behavior 3 CFU

The course analyzes the complex interplay among cognitive, affective and conative dimensions affecting consumer behavior, emphasizing emotional drivers underpinning postmodern consumer decision-making.

Stakeholder Relationship Management and Negotiation 4 CFU

The course addresses the main managerial issues relevant to relationship management and negotiation in international business context. The course focuses in particular on cross-cultural and cross-country relational challenges, deepening also legal matters involved in effective negotiations.

Communication skills 3 CFU

The course illustrates the basic principles of proper and effective written communication and reports to deliver correct messages. The course is also aimed at strengthening the ability and the confidence of students in delivering powerful oral business presentations

Advanced English Course for Business 3 CFU

Oral and written English language course for Business specifically addressed to Italian students.

Italian Language and Culture 3 CFU

Italian language course for International students offered for beginners/lower intermediate or intermediate level (students will be assessed in a test and assigned to one of two parallel-run classes).

EMPOWERING

Brand Management & Consumer-Brand Relationships 4 CFU

The course illustrates the basic principles of brand management, highlighting such concepts as brand identity and promise, brand image and reputation, brand positioning, brand equity, as well as the main branding strategies driving competitive advantage and consumer-brand engagement.

Market Insights & Account Management 4 CFU

The course presents the basic techniques developed by agencies or companies to get new customers and to manage and maintain existing ones according to a relationship management approach.

Advertising Creative & Media Strategy 4 CFU

The course analyzes how a corporate brief is dealt with by an advertising agency, how it is transformed in a creative brief and how the creative brief is then implemented into an advertising campaign. It also discusses the strategic process of selection and implementation of the media mix for a communication campaign.

Unconventional Interactive & Social Media Marketing Communications 4 CFU

The course illustrates the main strategies and tactics carried out on the web to activate consumers in interactive relationships with brands. It also discusses the communication approach underlying the integrated use of traditional and unconventional brand communication tools. The course will also provide skills on how to start and manage an online social platform making the most out of social media.

Corporate & Marketing Public Relations 4 CFU

The course module presents the managerial principles and illustrates the basic practices and tools of public relations. It also explores the theory and practice of marketing public relations, such as product media relations, brand and product events, and product online social media relations.

Retail Experience Management 3 CFU

The course illustrates the basic principle of experience retail focusing on how branding strategies are enacted in the store to attract and engage customers.

ENHANCING

Business-to-Business Communication 3 CFU

The course illustrates how communication flows support intra-organizational and inter-organizational relationships between the company and its strategic business partners along the value chain (e.g. suppliers, customers, distributors, licensors, service providers, etc.).

Internal Communication & Employer Branding 3 CFU

The course illustrates the strategic role and the managerial principles of internal communication in the firm, emphasizing its twofold aim to support information sharing and trust building among company associates. The course is then focused on the techniques and tools to present a company as an employer of choice to potential talents.

Qualitative & Quantitative Market Research 4 CFU

The course analyzes the basic methodological approaches and research tools used to inquire consumer behavior as well as corporate and brand communication dimensions through qualitative and quantitative market research lenses.

Far East culture and language 3 CFU

The course introduces students to the peculiar features of Far East cultural context. It is aimed at supporting the development of the relational skills required to negotiate and connect with Asian countries.

EXPERIENCING

Consultancy field project 7 CFU

Students will be involved in real consultancy group projects designed in collaboration with companies, also beyond Master partners, that address specific market-related communication challenges.

Assessment and Diploma

To obtain the diploma students are required to: successfully pass the exam at the end of each course; effectively conduct a consultancy field project; carry out a final individual project work.

The final individual project work (3 CFU) is focused on the student's personal and professional advancement and it should be submitted after the completion of all the exams and the consultancy field project.

...+ E: Employment opportunities

IPMCC graduates will gain 360° corporate and brand communication knowledge and may become part of any organization or agency to carry out tasks related to strategic and operational management of all areas of communication (corporate public relations, marketing communications/brand management, internal communications, interactive/social media communications, accounting and strategic planning).

IPMCC supports students' career openings by:

- › empowering students' self-branding capability arranging classes focused on resume effective writing, job interview training, teamwork advice, and diversity and cross-cultural management
- › promoting the encounter between students and professionals directly in class. Many of IPMCC professors are top executives that can decide to hire people for internship if students prove to be brilliant
- › involving students in field trips to companies, agencies, and consumption locations
- › challenging students with a real consultancy field project, which represents an opportunity to take on the full responsibility in managing a project and delivering a result activating the knowledge developed during classes. Consultancy projects are a real and direct bridge with potential employers
- › sharing students' profiles with IPMCC partner companies and business liaisons beyond partners
- › partnering with Università Cattolica Stage and Placement office which gathers and constantly posts job opportunities

Over the past editions, IPMCC students have been hired for internships by companies such as BMW, FIAT, Ketchum, L'Oreal, Leo Burnett, Mediacom, MSL, Pandora, TBWA, Vizeum.

Partner companies

Supporting Company Leo Burnett

Partner Companies ABC Production Agency, Henkel, International Advertising Association, Intesa Sanpaolo, Iterion, Luxottica, Mediacom, Media Salles, MSL, TBWA, Vizeum - Aegis Media Group

Consultancy projects During the last editions of IPMCC, consultancy field projects were conducted in collaboration with Google, Lovable, MSL, Vizeum

Faculty

- › Luca Bagnato, Assistant professor of Econometrics, UCSC
- › Silvia Biraghi, Postdoc Research fellow, LABCOM - UCSC
- › Stefania Boleso, Independent Senior Marketing Consultant
- › Claudio A. Bosio, Dean of the Faculty of Psychology, UCSC
- › Giorgio Brenna, Chairman & CEO Continental Western Europe, Leo Burnett
- › Edoardo T. Brioschi, Past Professor and Chair of Business Communication, UCSC
- › Elisabetta Brunella, Secretary General, Media Salles
- › Luisa Camaiora, Dean of the Faculty of Language Sciences and Foreign Literature, UCSC
- › Daniela Canegallo, CEO, MSL
- › Chiara Cantù, Assistant professor of Management Sciences, UCSC
- › Mariagrazia Cavallaro, English Language senior lecturer, UCSC
- › Daniela Corsaro, Assistant professor of Management Sciences, UCSC
- › Andrea Cuman, Research fellow, UCSC
- › Fadrique de Vargas Machuca, Independent consultant
- › Renato Fiocca, Professor and Chair of Marketing, UCSC
- › Rossella C. Gambetti, Assistant Professor of Management, UCSC
- › Valentina Giagnoni, Internal Communication Senior Manager, Luxottica
- › Guendalina Graffigna, Assistant Professor of Organizational and Consumer Psychology, UCSC
- › Francesco Guerrero, Art Director and Executive Creative Director, TBWA
- › Philip Kitchen, Research Professor of Marketing, ESC Rennes School of Business
- › Nicola Lampugnani, Copywriter and Executive Creative Director, TBWA
- › Edoardo Lozza, Assistant Professor of Consumer Psychology and Research Methods, UCSC
- › Alessandro Martello, Former International Marketing Director, Henkel Germany
- › Giorgio Paoletti, Senior Communication Manager, Intesa Sanpaolo
- › Giacomo Passoni, Group Brand Manager, Henkel Italia
- › Steve Quigley, Associate Professor of Public Relations, Boston University
- › Attilio Redivo, Chairman and CEO, Mediacom
- › Silvia Ricchiuto, Italian Language lecturer, UCSC
- › Barbara Sala, CEO, Vizeum - Aegis Media Group
- › Don E. Schultz, Professor Emeritus in Service of Integrated Marketing Communications, Medill School, Northwestern University
- › Beniamino Stumpo, President, Iterion
- › Annalisa Tunisini, Professor of Marketing, UCSC
- › Nicoletta Vittadini, Associate Professor of Sociology, UCSC
- › Maria Zoia, Professor and Chair of Econometrics, UCSC

Staff

Scientific director

› Maria Zoia, Professor and Chair of Econometrics, UCSC

Executive director

› Rossella Chiara Gambetti, Assistant Professor of Management Sciences, UCSC

Scientific Board

- › Edoardo Teodoro Brioschi, Former Professor and Chair of Business Communication, UCSC
- › Maria Zoia, Professor and Chair of Econometrics, UCSC
- › Luisa Camaiora, Dean of the Faculty of Language Sciences and Foreign Literature, UCSC
- › Renato Fiocca, Professor and Chair of Marketing, UCSC
- › Rossella Chiara Gambetti, Assistant Professor of Management Sciences, UCSC
- › Giacomo Archi, President & CEO, Henkel Italy
- › Alessandro Martello, Former International Marketing Director, Henkel Germany
- › Don E. Schultz, Professor Emeritus in service of Integrated Marketing Communications, Medill School, Northwestern University
- › Philip Kitchen, Research Professor of Marketing, ESC Rennes School of Business

Master executive coordinator

› Silvia Biraghi, Postdoc Research fellow, LABCOM - UCSC

Stakeholder Relationship officer

› Alessandro Martello, Former International Marketing Director, Henkel Germany

Student and class coordinator

› Stefania Vitulli, Senior lecturer, LABCOM - UCSC

Admission

IPMCC is addressed to: Graduates with a Bachelor or a Master Degree (BA, BS, MA, MS, or MBA) in economics-management, language, communication, and human sciences from Italian or international universities; Italian or international undergraduates who will graduate by December 2014. Applications from students who will graduate by February 2015 may be also taken in consideration for conditional admission. All applicants should have a basic marketing knowledge acquired during university studies or professional experience.

Applications will be evaluated in an ongoing process as soon as they are submitted. That means IPMCC application process might close before the final deadlines. IPMCC recommends strongly motivated candidates to submit their applications in advance.

Students with an Italian degree

please visit <http://milano.unicatt.it/master/corporatecommunication> to submit your application.

Application forms to take part into the selection procedure need to be sent by September 5, 2014.

Students with an International degree

please visit <http://www.ucscinternational.it/> to submit your application.

Application forms to take part into the selection procedure need to be sent by June 30, 2014.

As for the ongoing selection process, check the priority consideration deadlines for International students:

- 1) February 1, 2014
- 2) April 15, 2014
- 3) June 30, 2014

Cost and financing

The tuition fee is 8.000 euro to be paid as follows:

- 1) Students applying by February 1, 2014: 500 euro upon admission; 3500 euro by June 30, 2014; 4000 euro by January 8, 2015
- 2) Students applying by April 15, 2014: 500 euro upon admission; 3500 euro by June 30, 2014; 4000 euro by January 8, 2015
- 3) Students applying after April 15, 2014: 4000 euro upon admission; 4000 euro by January 8, 2015

Scholarships will be awarded to students according to their resume. Scholarships provided by supporting companies may cover the entire and/or part of the registration fee.

Contacts

For any update

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Students with an Italian degree

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