



PEGASO

Università Telematica

D.M. 20 04 2006 G.U. n° 118 del 23 05 2006

MASTER LEVEL II

MARKETING AND COMMUNICATIONS

1ST Edition

1500 hours 60 ECTS

Academic Year 2018/2019

MAINT13



Title	MARKETING AND COMMUNICATIONS
Edition	1 ST Edition
Area	Psychology
Category	MASTER
Level	Level II
Academic Year	2018/2019
Duration	One year, 1500 hours, 60 ECTS
Objectives	<p>The objective of the programme is to provide students fundamental knowledge, skills, and competence for psychological analysis and research in marketing and communications.</p> <p>The master programme can be attractive both for bachelors of psychology who are willing to profile and widen the range of their skills and for bachelors from economic, financial, and other disciplines, willing to acquire knowledge in psychology as to extend and enrich their basic specialty, which to provide them new professional competences.</p> <p>Graduates will have knowledge of the psychic processes and human behavior on individual and group level and skills to design and implement research and analyses, which gives them unlimited opportunities for career development in the fields of marketing, advertising, management, business, social and public services, etc.</p> <p>The master programme Marketing and communications is designed as focus in two academic fields – psychology and marketing and communications in a unique manner. It allows the graduates to be competitive on the European labour market due to the profound theoretical knowledge and research and applied skills.</p>
Directors	Assoc. prof. Margarita Bakracheva

Steering Committee

Teaching staff will be composed of Italian and European countries professors on international level, invited for special lessons and seminars for the blended form. They will prepare the online materials and provide references.

All professors, both Italian and foreign have skills and competence in the field of psychology, psychometrics, marketing and communications, as well as fluency in English. The professors, both for the Pegaso Faculty of the online university and for direct recruitment, are selected based on specific academic and practical skills in clinical and counseling setting and research.

The international professors are selected from universities and professional associations and commonwealth societies, whereas preference is given also to practicing professors.

For teaching, the University involves a scientific committee, composed of university professors, experts in the professional in view to transfer effectively the practical and operating skills and bring students closer to the diverse occupational setting and promote their career orientation.

Tools

The blended form of the programme in Marketing and communications combines classroom-based curriculum with practical research. Before graduation, all students, both enrolled in blended and online form, must complete projects to demonstrate their knowledge on a specific clinical area or issue and practice.

Training is organized as to involve students in discussion of cases, multimedia simulations, individual exercises and workshops carried out in collaboration with specialists in order to align theoretical with applied knowledge also through the continuous interaction between frontal and participatory learning.

Students are provided with online Tutors/Help Desk in order to have tailored form of project assignments and work. Each student has an entry/exit coaching component, delivered online and aimed to facilitate personal career orientation.

Once enrolled students are provided with id and pw for logging into the online Pegaso platform, where it is possible to find all the educational materials available 24 hours a day:

- Online videolections (each lesson lasts 20/30 min; each module consists of several online videolections for a total of modules corresponding to 60 ECTS);
- Specifically arranged hard copy;
- Bibliographic reference;
- List of websites (referring links recommended by professors for a detailed study);
- Evaluation online tests for each individual course
- Applied exercises and workshops (for the blended form of training)
- Team and individual project works (assigned by and/or agreed with professors)

Project works are be presented and discussed as a part of the examinations when applicable along with completion of the multiple-choice tests aimed to evaluate the *learning outcomes* of each candidate for the educational modules. Defense of the graduate projects is in presence.

The educational materials are provided in the following languages: English

<p style="text-align: center;">Contents</p>	<table border="1"> <thead> <tr> <th></th> <th style="text-align: center;">Topics</th> <th style="text-align: center;">ECTS</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Psychological Principles of Marketing</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: center;">2</td> <td>Strategic Marketing</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: center;">3</td> <td>Social Marketing</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: center;">4</td> <td>Research and Communications Ethics</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: center;">5</td> <td>Strategic Management</td> <td style="text-align: center;">4</td> </tr> <tr> <td style="text-align: center;">6</td> <td>Image Making</td> <td style="text-align: center;">2</td> </tr> <tr> <td style="text-align: center;">7</td> <td>Practice – planning and organization of marketing research. Data analysis and interpretation and prognostication</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: center;">8</td> <td>Psychology of Communications</td> <td style="text-align: center;">4</td> </tr> <tr> <td style="text-align: center;">9</td> <td>Product and Social Communications</td> <td style="text-align: center;">4</td> </tr> <tr> <td style="text-align: center;">10</td> <td>Validation of the marketing and communication campaigns effectiveness</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: center;">11</td> <td>Practice planning and organization of communication strategy</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: center;">12</td> <td>Graduate project</td> <td style="text-align: center;">15</td> </tr> <tr> <td colspan="2" style="text-align: right;">Total</td> <td style="text-align: center;">60</td> </tr> </tbody> </table>		Topics	ECTS	1	Psychological Principles of Marketing	5	2	Strategic Marketing	5	3	Social Marketing	5	4	Research and Communications Ethics	3	5	Strategic Management	4	6	Image Making	2	7	Practice – planning and organization of marketing research. Data analysis and interpretation and prognostication	5	8	Psychology of Communications	4	9	Product and Social Communications	4	10	Validation of the marketing and communication campaigns effectiveness	3	11	Practice planning and organization of communication strategy	5	12	Graduate project	15	Total		60
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<p style="text-align: center;">Committments</p>	<p>Students are required to:</p> <ul style="list-style-type: none"> • study the educational material, both online and hard copy, specifically arranged; • pass the evaluation online tests (intermediate tests within each lesson; final tests for each course); • complete course projects (blended form); • participate in seminars and attendance modules (blended form) • complete the practice; • defend the graduate project (final exam in presence). <p>On-site meetings for students may occur as support to the educational activities, if necessary, for planning and managing modules related to practice for team and individual work.</p> <p>Upon achievement of a minimum number of 25 candidates, exams can be held in any University exam centre in Italy and Bulgaria.</p> <p>Internship / Supervised Clinical Practicum is in presence.</p> <p>Graduate projects will be presented upon achievement of a minimum number of 25 candidates in University exam center in Italy and Bulgaria.</p>																																										
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<p>Terms and Conditions</p>	<p>L'amministrazione si riserva l'attivazione del Corso Postlaurea: http://www.unipegaso.it/docs/mancata_attivazione.pdf</p> <p>L'iscrizione comporta l'accettazione del Regolamento sulle condizioni d'utilizzo, riportate alla pagina: http://www.unipegaso.it/docs/cond_util_post.pdf</p>												
<p>Enrolment fees</p>	<p>€ 1750,00 (plus 50.00 euros for stamp duty) to be paid in a single instalment at the time of registration (or by the following installments)</p> <table border="1" data-bbox="528 607 1481 822"> <thead> <tr> <th></th> <th>Instalment</th> <th>Deadline</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>750€ + 50.00 euros for stamp duty due</td> <td>at the time of registration</td> </tr> <tr> <td>2</td> <td>500€</td> <td>after 1st month of the enrolment</td> </tr> <tr> <td>3</td> <td>500€</td> <td>after 2nd month of the enrolment</td> </tr> </tbody> </table>		Instalment	Deadline	1	750€ + 50.00 euros for stamp duty due	at the time of registration	2	500€	after 1 st month of the enrolment	3	500€	after 2 nd month of the enrolment
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<p>Payment modalities</p>	<p>All payments must be through wire transfer MADE BY THE STUDENT and ADDRESSED to the following bank account details:</p> <p>UNIVERSITA' TELEMATICA PEGASO</p> <p>Banca Generali IBAN: IT 44 M 03075 02200 CC8500647145</p> <p>SWIFT: BGENIT2T</p> <p>WE NOTIFY YOU THAT PAYMENT RECEIPTS ARE NOT ISSUED.</p> <p>FOR THE REQUEST OF CERTIFICATES AND OTHER REQUESTS TO THE FOLLOWING LINK https://www.unipegaso.it/website/studenti/segreteria</p>												
<p>Data Protection Act</p>	<p>All your personal data will be collected, handled and stored in full compliance with the General Data Protection Regulation, applicable as of May 25th, 2018 in all member states to harmonize data privacy laws across Europe.</p> <p>It is possible to consult the information on the Università Telematica Pegaso website, at the address: http://www.unipegaso.it/website/privacy.</p> <p>It is possible to consult the information on the Università ½ Telematica Pegaso website, at the address: http://www.unipegaso.it/website/privacy</p>												

<p>Enrollment foreign students</p>	<p>Foreign students coming from countries outside the European Union must apply for pre-registration (by the date established each year by the MIUR available on the website www.miur.it) at the Italian representation competent for the territory.</p> <p>For the purpose of enrollment, the candidate must present a declaration of value on the spot of the title obtained and a certified photocopy of the studies completed. All documents are issued by the Italian representation competent for the territory. Applications submitted after the deadline will not be accepted, without the above-mentioned documents and received autonomously and not by consular note.</p> <p>Conditional registration is not allowed.</p>
<p>Further information</p>	<p>For further information, please, send an email or contact:</p> <p>EU and NON-EU students:</p> <p>internationalarea.enrolment@unipegaso.it (for direct enrolments)</p> <p>or contact: 00359888865240</p> <p>Italian students:</p> <p>postlaurea@unipegaso.it (administrative and educational);</p> <p>direzione@unipegaso.it (for registration at the headquarters)</p> <p>or contact the free number 800.185.095</p>