



**UNIVERSITÀ DEGLI STUDI
DELL'INSUBRIA**

**TEACHING REGULATIONS OF THE
COURSE IN BACHELOR'S DEGREE
COURSE
IN COMMUNICATION SCIENCES**

DESCRIPTION OF THE CURRICULUM
(TEACHING REGULATIONS OF THE COURSE)
BACHELOR'S DEGREE COURSE
IN **COMMUNICATION SCIENCES** (L-20)

A.Y. 2026-2027



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1. General information and organization

The Degree Programme, which belongs to **Class L-20r – Communication Sciences** (Ministerial Decree of 16 March 2007, reformed pursuant to Ministerial Decree 1648/23), is offered according to the academic regulations dated 20/02/2019.

The Programme is delivered in Italian and in the conventional (in-person) mode at the Varese campus, primarily in the buildings of the Bizzozzero University Campus, located in Via Ottorino Rossi 9. Video-conferencing with the Como campus is available, subject to classroom availability.

Seminars and laboratory activities may be carried out in person or online in synchronous mode via the MS Teams platform, depending on the specific requirements of each activity and the teaching methods deemed necessary by the lecturer. The aforementioned activities constitute an integral part of the Educational Offer, as detailed below.

The main objective of the Bachelor's Degree Programme in Communication Sciences, active at the University of Insubria since 2001, is to train communication professionals capable of undertaking intellectual and creative work that meets the needs of the economic and cultural development of our country, which is increasingly oriented towards the tertiary sector.

The training programme, strongly multidisciplinary, includes a wide range of courses in the linguistic-literary, legal-economic, historical, philosophical and communication fields. Compared to similar programmes in Lombardy, this Degree Programme is characterised by the combination of a solid cultural foundation and a strong focus on professional skills. These can be acquired through a substantial offer of professionalising laboratories and seminars, taught by experienced professionals in institutional and corporate communication, marketing and journalism. In this regard, particularly noteworthy is the recent establishment of the **Communication Lab Insubria**, aimed at strengthening students' knowledge and skills in designing and creating communication and information products intended to enhance knowledge and promote scientific dissemination.

The preparation acquired during the three-year programme enables graduates to work in all sectors of communication: from marketing to audiovisual languages, from public and institutional communication to mass communication, from environmental emergency communication to corporate communication, including new media, the web and the new professions linked to journalism, as well as the challenges associated with artificial intelligence.

The three-year academic programme also provides the fundamental basis for access to master's degree programmes, which prepare professionals for roles in which communication plays a decisive part in practical activities.

The teaching structure responsible for the Degree Programme is the **Department of Human and Innovation Sciences for the Territory (DiSUIT)**.



The Chair of the Degree Programme is **Professor Laura Facchin**.

The relevant Teaching Office provides appointments in Varese and Como, according to the methods and schedules indicated on the dedicated webpage:

- [Varese Teaching Office](#)
- [Como Teaching Office](#)

Appointments may take place:

- **in person** on the days and times indicated at the links above;
- **online** through the [InfoStudenti](#) service, by selecting one of the available slots in the “Appointments” section. Through this procedure, students will receive an invitation to the online appointment sent to their institutional e-mail address (n.surname@studenti.uninsubria.it);
- for information requests and other questions, students must use exclusively the [InfoStudenti](#) service. Messages sent to other e-mail addresses may not receive a response.

2. Admission to the study program

Access to the Programme: **open admission**

To enrol in the Bachelor's Degree Programme, it is necessary—pursuant to current legislation—to hold an upper secondary school diploma or another qualification obtained abroad and recognised as valid. Admission to the Programme also requires good general knowledge and competencies in the fields of Humanities and Communication. Enrolment is open and includes a **mandatory, non-selective entrance test** aimed at assessing the student's initial preparation.

Methods for assessing initial preparation

Upon enrolling in the Bachelor's Degree Programme, the student must take a **non-selective test** to verify initial knowledge.

The test consists of two sections:

- **The first section** comprises *30 multiple-choice questions* on general knowledge and humanities subjects, to be completed in 20 minutes. The results of this part have **no impact** on the assignment of any Additional Learning Obligations (OFA – Obbligo Formativo Aggiuntivo in Italian); they are used solely to collect statistical information on the cultural preparation of newly enrolled students, which will support the organisation of teaching activities.
- **The second section** requires writing a *short text* of up to 20 lines on a topic decided by the Evaluation Committee, to be completed in 40 minutes. The text is assessed in terms of accuracy, coherence, and conciseness. Students who do not achieve a minimum score of **18/30** on the written production will be assigned an **Additional Learning Obligation (OFA)**, which must be fulfilled within the first year of the programme.

To fulfil the OFA, the student must:

1. **Participate in a collective discussion session** led by one of the lecturers from the linguistic-literary area, during which a general discussion is held on the shortcomings identified in the insufficient written submissions.



2. The OFA is considered fulfilled when the student demonstrates that they have remedied the previously detected deficiencies.

Students who do not take the initial knowledge test on any of the available dates **and/or** do not complete the subsequent OFA will **not** be allowed to take exams or continue their academic progress, which will be blocked.

The student may prepare for the knowledge assessment test by attending the **preparatory courses for entrance tests** organised by the University in late August/early September.

Students enrolling with a previously earned university degree are exempt from taking the test.

3. The educational path

Attendance is **not compulsory**, with the exception of the **Additional Educational Activities – UAF** (laboratories and seminars), which require **attendance of at least 75%** of the in-class or online activities. For **non-attending students** or for students who are unable to attend the seminars/laboratories included in the UAF, it is also possible to include **one or two additional examinations** in the individual **Study Plan** to cover the UAF, or alternatively to participate in **advanced training courses** that provide for the **recognition of ECTS credits** for the UAF.

Seminar and laboratory activities may be carried out **in person** or **remotely in synchronous mode** via the **MS Teams platform**, depending on the specific requirements of each individual activity and on the different teaching methods deemed necessary by the lecturer.

It is also envisaged that **attendance in synchronous online mode** may be granted, via an **MS Teams link provided individually to the student**, in the following cases:

- students with **disabilities**, subject to certification by the competent [University office](#);
- students enrolled under the **PA 110 e lode training project**;
- students **domiciled abroad** who are awaiting completion of enrolment in the University's degree programmes.

Correspondence between ECTS Credits and Hours for Each Type of Activity

The **University Educational Credit (CFU/ECTS)** is the unit used to measure the **workload required of a student**, including individual study, who has an adequate initial preparation, for the acquisition of knowledge and skills in the educational activities provided for by the degree programme regulations, as set out in **Article 5 of Ministerial Decree 270/04**.

Each educational activity (course unit, laboratory, internship, thesis, etc.) within the degree programmes corresponds to a **specific integer number of educational credits (CFU/ECTS)**.

Each ECTS credit corresponds to **25 hours of student workload**, including hours of educational activities with the lecturer, as well as hours of **independent study and individual work**, necessary to complete the student's education.

The ECTS credits assigned to each educational activity are awarded to the student **upon passing the**



examination or another form of assessment established in the Degree Programme Regulations.

Educational activities / ECTS credits:

- **lectures:** up to a maximum of **8 hours per ECTS credit**;
- **seminars and laboratories:** up to a maximum of **8 hours per ECTS credit**;
- **professional internship:** **25 hours per ECTS credit**.

Assessment Methods for Educational Activities

The assessment and evaluation methods are detailed in the **syllabus of each course unit**.

Recognition of Language and IT Certifications

The recognition of **University Educational Credits (ECTS credits)** is granted **ex officio** for the following course units:

- **ENGLISH LANGUAGE I:** upon submission to the **Student Office** of a certification attesting the successful completion of a language test at **level B2 or higher, 5 ECTS credits** (out of the **7 ECTS credits** assigned to the course unit) will be recognised. Once the certification has been approved, the student must sit the **oral component of the ENGLISH LANGUAGE I examination (2 ECTS credits)**.
- Recognition of ECTS credits **may not be requested** for the course units **PROPEDEUTIC ENGLISH LANGUAGE** and **ENGLISH LANGUAGE II**.
- **ELEMENTS OF FRENCH LANGUAGE:** upon submission of a certification attesting the successful completion of a test at **level A2 or higher, 5 ECTS credits** out of the **7 total credits** will be recognised. Once the certification has been approved, the student must sit the **oral component of the examination (2 ECTS credits)**.
- Certifications must have been obtained **no more than five calendar years** prior to submission, with the exception of **IGCSE, IELTS and TOEFL certifications**, which are valid for **two calendar years only**.

The **full list of certifications recognised** by the Degree Programme is available on the [dedicated webpage](#).

Recognition of Professional Skills

Pursuant to **Article 5, paragraph 7 of Ministerial Decree 270/04**, the **Degree Programme Council** may recognise:

- **certified professional knowledge and skills**, in accordance with the applicable legislation;
- **knowledge and skills acquired through post-secondary educational activities** in whose design and implementation the University has been involved.

Requests for recognition are assessed by the **Degree Programme Council**. Recognition may be granted where the activity is **consistent with the specific educational objectives** of the degree programme and of the educational activities for which recognition is requested, also taking into account the **content and duration (in hours)** of the activity carried out.

The **maximum number of recognisable credits** is **12 ECTS credits**.

Prerequisites and/or Progression Requirements

- The **ENGLISH LANGUAGE II** examination may not be taken unless the **ENGLISH**



LANGUAGE I examination has been passed.

- The **FRENCH LITERATURE AND CULTURE** examination may not be taken unless the **ELEMENTS OF FRENCH LANGUAGE** examination has been passed.
- The **FRENCH LANGUAGE AND CULTURE (advanced level)** examination may not be taken unless the **FRENCH LITERATURE AND CULTURE** examination has been passed.

4. *Final Examination – Description and CFU*

Final Examination – Description and ECTS Credits

The final examination, prepared under the supervision of a thesis supervisor (possibly assisted by one or more co-supervisors), consists in the drafting of a written dissertation (Degree Thesis), aimed at demonstrating the knowledge acquired and the ability to organise in a coherent manner the materials related to the disciplines of the Degree Programme.

The dissertation may take the form of:

- a) a research project (a concise presentation bringing together positions and previous studies relating to a historical-cultural issue);
- b) a report on interdisciplinary activities carried out within closely related academic disciplines;
- c) the in-depth development of a seminar, laboratory or internship project undertaken during the three-year programme;
- d) an editorial project.

The dissertation may also be written in a foreign language, subject to prior agreement.

The educational workload of the final examination corresponds to 8 ECTS credits.

Procedures for the Final Examination and Assessment – Examination Board

The dissertation, prepared under the supervision of the thesis supervisor (possibly assisted by one or more co-supervisors), is discussed during the final examination, which consists of a short public presentation, followed by a brief discussion, before an Examination Board composed of lecturers of the Degree Programme.

The assessment of the discussion of the Degree Thesis may result in an increase in the final grade with respect to the weighted average of examination marks, as follows:

- up to 2 points above the average for compilative dissertations (*satisfactory*);
- up to 4 points for adequately structured and well-documented dissertations (*good*);
- up to 6 points for dissertations demonstrating good reconstructive ability, completeness of information and elements of critical analysis (*very good*);
- in addition, the Examination Board, acting unanimously, may exceptionally award up to 8 points for dissertations that demonstrate particularly outstanding abilities in the phases of collection of documentation and bibliographic material, critical processing of information, as well as in the overall organisation of the dissertation and written presentation (*excellent*).

The Examination Board will also award an additional 2 points to the final grade if the graduating student has obtained 9 [seminar points](#) through attendance, during the three-year programme, of conferences/congresses, advanced seminars or equivalent activities, subject to evaluation by the Degree Programme Council (CdS) (see Art. 3, last paragraph).



The distinction of honours (*lode*), upon proposal of the Chair of the Examination Board or of the thesis supervisor, shall be awarded to students whose final grade corresponds to 110/110 and who have obtained at least five honours distinctions in the course examinations of the Degree Programme.

Students who have not obtained at least five honours distinctions, but who have a weighted average equal to or higher than 106/110, may be awarded the distinction of honours (*lode*), upon proposal of the Chair of the Examination Board or of the thesis supervisor and with the unanimous approval of the Examination Board, even in the absence of the minimum requirement regarding the number of honours distinctions in course examinations.

The graduation proclamation normally takes place at the end of the degree session.

Further information is available on the [dedicated webpage](#).

PLANNED TEACHING – COHORT 2026-27

1st Year (49 ECTS) - Year of delivery 2026/27						
Course Unit	ECTS	SSD 2024	Type/Field (TAF/Area)	Hours	Semester	Assessment
SCV0455 - KNOWLEDGE ASSESSMENT TEST	0	ITAL-01/A	C/Related/Supplementary / Related or supplementary educational activities	0		—
SCV0607 - LANGUAGES AND CULTURES OF THE MEDITERRANEAN	7	GLOT-01/A	A/Core / Semiotic, linguistic and informatics disciplines	56	1st Semester	Oral
SCV0366 - FOUNDATIONS OF LAW	7	GIUR-15/A	C/Related/Supplementary / Related or supplementary educational activities	56	2nd Semester	Oral
SCV0541 - POLITICAL LANGUAGES	7	GSPS-01/A	B/Core / Legal, historical-political and philosophical disciplines	56	2nd Semester	Oral
SCV0085 - SOCIAL HISTORY OF ART	7	ARTE-01/B	C/Related/Supplementary / Related or supplementary educational activities	56	1st Semester	Oral
SCV0608 - COMMUNICATION OF ENVIRONMENTAL EMERGENCIES	7	GEOS-02/C	C/Related/Supplementary / Related or supplementary educational activities	5	2nd Semester	Oral
SCV0087 - ITALIAN LITERATURE	7	LICO-01/A	A/Core / Semiotic, linguistic and informatics disciplines	5	2nd Semester	Oral
ONE COURSE UNIT TO BE CHOSEN AMONG						
SUT0263 - INTRODUCTION TO HEBREW LANGUAGE AND CULTURE	7	STAA-01/H	E/Language / Knowledge of at least one foreign language	56	1st Semester	Oral
SCV0560 - ELEMENTS OF FRENCH LANGUAGE	7	FRAN-01/A	E/Language / Knowledge of at least one foreign language	56	2nd Semester	Oral
SUT0181 - PROPEDEUTIC ENGLISH LANGUAGE	7	ANGL-01/C	E/Language / Knowledge of at least one foreign language	56	2nd Semester	Oral



2nd Year (56 ECTS) - Year of delivery 2027/28						
Course Unit	ECTS	SSD 2024	Type/Field (TAF/Area)	Hours	Semester	Assessment
ONE COURSE UNIT TO BE CHOSEN AMONG						
SCV0610 - DIGITAL COMMUNICATION AND SOCIAL MEDIA	7	GSPS-06/A	A/Core / Social and media disciplines	56	1st Semester	Oral
SCV0612 - SOCIOLOGY OF TELEVISION AND PERFORMANCE	7	GSPS-06/A	A/Core / Social and media disciplines	56	2nd Semester	Oral
ONE COURSE UNIT TO BE CHOSEN AMONG						
SCV0611 - ENGLISH LANGUAGE I	7	ANGL-01/C	A/Core / Semiotic, linguistic and informatics disciplines	56	2nd Semester	Oral
SUT0176 - TRENDS IN TWENTIETH-CENTURY ITALIAN LITERATURE	7	LICO-01/A	A/Core / Semiotic, linguistic and informatics disciplines	56	1st Semester	Oral
ONE COURSE UNIT TO BE CHOSEN AMONG						
SCV0106 - PUBLIC AND INSTITUTIONAL COMMUNICATION	7	GSPS-06/A	B/Core / Human and socio-economic sciences	56	1st Semester	Oral
SUT0013 - INFORMATION SYSTEMS AND ORGANISATIONAL MODELS	7	ECON-08/A	B/Core / Human and socio-economic sciences	56	2nd Semester	Oral
SUT0235 - SOCIAL PEDAGOGY AND EDUCATIONAL MODELS	7	PAED-01/A	B/Core / Human and socio-economic sciences	56	1st Semester	Oral
TWO COURSE UNITS TO BE CHOSEN AMONG						
SCV0613 - POLITICS AND IDEOLOGICAL SYSTEMS	7	GSPS-01/A	B/Core / Legal, historical-political and philosophical disciplines	56	2nd Semester	Oral
SCV0083 - HISTORY AND CINEMA	7	HIST-03/A	B/Core / Legal, historical-political and philosophical disciplines	56	1st Semester	Oral
SUT0237 - HISTORY OF POLITICAL THOUGHT	7	GSPS-01/A	B/Core / Legal, historical-political and philosophical disciplines	56	2nd Semester	Oral
SUT0307 - THEORETICAL PHILOSOPHY AND POLITICAL COMMUNICATION	7	GSPS-01/A	B/Core / Legal, historical-political and philosophical disciplines	56	2nd Semester	Oral
SCV0619 - RELIGIOUS IMAGINARIES AND MEDIA REPRESENTATIONS	7	PHIL-03/A	B/Core / Legal, historical-political and philosophical disciplines	56	1st Semester	Oral
ONE COURSE UNIT TO BE CHOSEN AMONG						
SUT0387 – FRENCH LITERATURE AND CULTURE	7	FRAN-01/A	C / Related / Supplementary – Related or supplementary educational activities	56	2nd Semester	Oral
SUT0141 – PEDAGOGY OF COMMUNICATION	7	PAED-02/a	C / Related / Supplementary – Related or supplementary educational activities	56	2nd Semester	Oral



SUT0177 – CLASSICAL CULTURE AND CIVILIZATION	7	HELL-01/B	C / Related / Supplementary – Related or supplementary educational activities	56	2nd Semester	Oral
SUT** – CULTURE AND LAW IN THE ISLAMIC WORLD	7	GIUR-11/A	C / Related / Supplementary – Related or supplementary educational activities	56	1st Semester	Oral
GIU0819 – LAW OF ADVERTISING, INFLUENCERS AND FASHION	7	GIUR-17/A	C / Related / Supplementary – Related or supplementary educational activities	56	1st Semester	Oral
TWO COURSE UNITS TO BE CHOSEN AMONG						
SUT0015 – MULTIMEDIA AND APPLIED GRAPHICS	7	L-ART/05	B/Core / Methodologies, Analysis and Communication Techniques	56	1st Semester	Oral
SUT0238 – FILM LANGUAGES	7	L-ART/06	B/Core / Methodologies, Analysis and Communication Techniques	56	2nd Semester	Oral
SCV0626 – AESTHETICS OF COMMUNICATION	7	M-FIL/04	B/Core / Methodologies, Analysis and Communication Techniques	56	2nd Semester	Oral
GIU0821 – FASHION AND LUXURY MARKETING	7	SECS-P/08	B/Core / Methodologies, Analysis and Communication Techniques	56	2nd Semester	Oral
3rd Year (35 ECTS) - Year of delivery 2028/29						
Course Unit	ECTS	SSD 2024	Type/Field (TAF/Area)	Hours	Semester	Assessment
ONE COURSE UNIT TO BE CHOSEN AMONG						
SCV0086 - CONTEMPORARY HISTORY	7	HIST-03/A	A/Core / Social and media disciplines	56	1st Semester	Oral
SUT0388 - SOCIAL GEOGRAPHY	7	GSPS-06/A	A/Core / Social and media disciplines	56	2nd Semester	Oral
SUT0265 - HISTORY AND RIGHTS	7	HIST-03/A	A/Core / Social and media disciplines	56	1st Semester	Oral
ONE COURSE UNIT TO BE CHOSEN AMONG						
SCV0620 - ENGLISH LANGUAGE II	7	ANGL-01/C	A/Core / Semiotic, linguistic and informatics disciplines	56	1st Semester	Oral
SUT0016 – COGNITIVE LINGUISTICS	7	GLOT-01/A	A/Core / Semiotic, linguistic and informatics disciplines	56	1st Semester	Oral
SUT0308 – ITALIAN DIALECTOLOGY	7	LIFI-01/A	A/Core / Semiotic, linguistic and informatics disciplines	56	2nd Semester	Oral
GIU0954 – ADVANCED LEGAL ENGLISH FOR COOPERATION	7	ANGL-01/C	A/Core / Semiotic, linguistic and informatics disciplines	56	2nd Semester	Oral
ONE COURSE UNIT TO BE CHOSEN AMONG						
SCV0109 – MARKETING	7	ECON-07/A	B/Core / Human and socio-economic sciences	56	1st Semester	Oral
SUT** – ANTHROPOLOGY OF CULTURES	7	SDEA-01/A	B/Core / Human and socio-economic sciences	56	2nd Semester	Oral
SUT0146 – MARKET EVOLUTION AND BUSINESS DIGITALISATION	7	ECON-07/A	B/Core / Human and socio-economic sciences	56	1st Semester	Oral



SCV0621 – ECONOMICS OF TOURISM AND TERRITORY	7	ECON-01/A	B/Core / Human and socio-economic sciences	56	2nd Semester	Oral
ONE COURSE UNIT TO BE CHOSEN AMONG						
SCV0287 – AUDIOVISUAL LANGUAGES	7	PEMM-01/B	B/Core / Methodologies, Analysis and Communication Techniques	56	1st Semester	Oral
SUT0310 – SCIENCE AND SCIENCE FICTION IN MEDIA AND LITERATURE	7	PHIL-04/B	B/Core / Methodologies, Analysis and Communication Techniques	56	1st Semester	Oral
SUT0145 – GENRES AND LANGUAGES OF MUSIC	7	PEMM-01/C	B/Core / Methodologies, Analysis and Communication Techniques	56	1st Semester	Oral
SCV0102 – JOURNALISM AND MEDIA	7	PEMM-01/B	B/Core / Methodologies, Analysis and Communication Techniques	56	2nd Semester	Oral
ONE COURSE UNIT TO BE CHOSEN AMONG						
SUT** – ITALIAN LITERATURE AND SOCIETY	7	ITAL-01/A	C / Related / Supplementary – Related or supplementary educational activities	56	2nd Semester	Oral
SUT0236 – COMMUNICATION OF THE CRIMINAL TRIAL IN HISTORY	7	GIUR-15/A	C / Related / Supplementary – Related or supplementary educational activities	56	1st Semester	Oral
SCV0292 – HISTORY OF MODERN ART	7	ARTE-01/B	C / Related / Supplementary – Related or supplementary educational activities	56	2nd Semester	Oral
SUT0017 – ITALIAN ART: FROM THE CONTEMPORARY TO THE POST-MODERN	7	ARTE-01/C (DM 133/21)	C / Related / Supplementary – Related or supplementary educational activities	56	1st Semester	Oral
SUT** – FRENCH LANGUAGE AND CULTURE (ADVANCED LEVEL)	7	FRAN-01/A	C / Related / Supplementary – Related or supplementary educational activities	56	2nd Semester	Oral
Other training activities						
SCV0072 - FINAL EXAMINATION	8	PROFIN_S	E/Final Examination / Final examination	64	3rd Year	Oral
SCV0221 - INTERNSHIP	6	NN	F/Other / Internships and career guidance	150	3rd Year	Oral
SCV0114 - ADDITIONAL TRAINING ACTIVITIES	6	NN	F/Other / Other skills useful for employment	48	2nd Year	Oral
SCV0114 - ADDITIONAL TRAINING ACTIVITIES	6	NN	F/Other / Other skills useful for employment	48	3rd Year	Oral
STUDENT'S CHOICE	14	NN	D/Student's choice	112	2nd/3rd Year	Oral