

61. ADVERTISING, COMMUNICATION, AND EVENT CREATIONⁱ	
Level I	
Department of Humanities (DILEF)	
Course coordinator	Benedetta Baldi
Executive Committee	Benedetta Baldi Roberta Lanfredini Alessandro Panunzi
Contact person for information on teaching organization, class schedule, and course content	info@mastereventi.unifi.it
Practical-professional profile of the course and industry sector of reference	<p>The Master course trains professionals in communication and event organization, focusing on creating and strategically managing digital content that is increasingly in demand by the industry. In particular, the Master course trains professionals who can effectively respond to the complexity of today's job market, which is no longer satisfied by exclusively technical or exclusively humanistic profiles. In this perspective, speculative content is accompanied by skills of use and the languages that express them. The internal articulation includes three macro areas: institutional communication and new media, event and advertising campaign concept and design, and organization and promotion of cultural enterprises. Business workshops, project work, and practical activity as an intern complete an educational proposal in which great attention is given to listening to and critically interpreting the demands put forward by the industry.</p> <p>By the end of the Master course, students will have acquired a range of expertise and experiences regarding communicative processes and declinations in different languages and contexts. The skills of devising, designing, and implementing intervention models are essential for anyone aspiring to professions associated with communication. The study of technological-multimedia and linguistic-communicational grammars and their practice within different communication environments enables the students to master the increasingly complex and sophisticated communication tools in all their expressions and applications with awareness and competence.</p>
Access prerequisites	A bachelor's or master's degree or single-cycle degree awarded according to the system under Ministerial Decree No. 270/2004 or Ministerial Decree No. 509/1999 or previous systems.
Admission procedure	Selection by academic qualifications
Duration	12 months
Teaching methods	Teaching activities are carried out in person or in mixed mode (in-person and remote) in case of documented need.
Language of instruction	Italian
Attendance requirements	67%
Location of the course	Department of Humanities (DILEF) - Via della Pergola 60 - 50121 Florence
Foreseen lecture schedule	Classes are held on Thursdays and Fridays.
Examinations procedures and schedule	The assessment consists of examinations with a grade expressed in thirtieths and possible mention of honors or with a pass/fail grade in some cases. Exams are conducted at the end of the lecture period.
Final examination	The final test at the end of the course entails presenting a report, multimedia, or digital paper.

Available places and enrolment fees	
Full-fee students	
Minimum number	14
Maximum number	50
Enrolment fee	€3,980
Free-of-charge supernumerary places	
UNIFI employees	2
Single Modules	
None planned	

Description of the activities and training objectives of the internship	The Master course guarantees professional training that is immediately spendable in the industry and allows for the professional retraining and updating of those already in the industry. To translate into concrete experience in the company the theoretical knowledge and methodological skills acquired in the classroom, students carry out a period of internship at one of the public and private host institutions, following a specific agreement with the University. 375 total hours of internship.
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ⁱ This document is a translation of the form A.1 relating to the characteristics of the course attached to the Decree of the Deputy number 652 (record 154925) of 13th of July 2023, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for legal purposes and has the sole purpose of supplying information in English on the content of the public notice.