



Academic Year 2025-2026
Call for Applications to the Master's Degree Course
Marketing & Digital Communication
(Degree Class LM-59)

Course paths:

- a) Corporate Digital Marketing and Communication
- b) Marketing and Digital Communication
- c) Artificial Intelligence, Marketing Data Analysis and Communication (40 places available)

Available places: 150, of which 50 reserved for foreign students not resident in Italy

Personal data registration

To access all the services of LUMSA University, you will need to register your personal data here: **Mi@LUMSA** (https://servizi.lumsa.it/Root.do?cod_lingua=eng) → **Registration**.

At the end of the registration procedure, a username and password will be issued to log into your personal profile.

Registration does not bind the student to enrolment.

Orientation Office

The **Orientation Office** offers a consultancy and support service that aids students in choosing their study course. It also provides information on enrolment procedures. It is possible to reserve an online or in person orientation session at <https://lumsa.it/en/orientation-office>.

To guarantee the right to study and to promote social integration into university life, LUMSA University provides various services for students with disabilities and/or diagnoses of specific learning disorders (SLDs).

Please refer to the dedicated page: <https://lumsa.it/en/facilities-for-special-needs-students>.

1. Admission requirements

To be admitted to the Master's Degree Course in Marketing & Digital Communication, the possession of specific language skills and certain first-level study cultural and curricular requirements are mandatory.

To be admitted on the **Artificial Intelligence, Marketing Data Analysis and Communication** course path, the possession of basic skills in data analysis and the use of IT tools are mandatory, and will be ascertained through:

1. The submission of the online pre-enrolment application, as indicated in the following paragraph 1.2.c., also for students with direct admission;
2. An interview with the Course Director. This interview can be arranged online or in person by writing to the e-mail address of Prof. Simone Mulargia at s.mulargia@lumsa.it.

The 40 places will be assigned exclusively to considered suitable following the interview and in order of the receipt of pre-enrolment applications. This order will be determined by the payment date of the non-refundable admin fee of **€100.00**.

1.1. Language requirements

To be admitted to the international course path, knowledge of the English language to at least B2 level is mandatory, and will be ascertained through:

- **Either the presentation of an internationally valid language certification**, issued by a recognized certification body within 3 years preceding registration (for the list of recognized certification bodies see: <https://www.miur.gov.it/enti-certificatori-lingue-straniere>, and <https://piattaformaenticert.pubblica.istruzione.it/pocl-piattaforma-enti-cert-web/elenco-enti-accreditati>);
- **Or the presentation of a degree certificate indicating an attained language level;**
- **Or an interview carried out, also remotely, by LUMSA's International Language and Certification Centre (CLIC), which can be reserved by clicking on and filling in this [ASSESSMENT FORM](#).**

1.2. Cultural and curricular requirements

1.2.a. Graduates of degree classes L-20 and L-18 (as per Ministerial Decree 270/04) and 14 and 17 (as per Ministerial Decree 509/99) have **direct access with immediate registration**.

LUMSA graduates can access the procedure using their **Mi@LUMSA** credentials at https://servizi.lumsa.it/Root.do?cod_lingua=eng.

Graduates of other universities, after registering their personal data, must log into **Mi@LUMSA** (https://servizi.lumsa.it/Root.do?cod_lingua=eng) and proceed as follows:

- Click on MENU → Registered area → **Study qualifications** and insert the university and course of origin and related degree class.

Registrations may be carried out from **26 May to 31 October 2025**, as indicated in the following **paragraph 2, regardless of the possession or not of a University Equivalent Financial Situation Indicator (Indicatore della Situazione Economica Equivalente, ISEE) certificate**.

1.2.b. From **14 April 2025**, graduates of degrees classes other than L-20 and L-18 (as per Ministerial Decree 270/04) and 14 and 17 (as per Ministerial Decree 509/99) may have **access via the pre-enrolment application procedure** provided that the following requirements can be verified.

In the case of the possession of a three-year degree in one of the following degree classes (or equivalent as per Ministerial Decree 509/99):

- **L-3** Disciplines of Figurative Arts, Music, Entertainment and Fashion
- **L-11** Modern Languages and Cultures
- **L-16** Administration and Organization Sciences



▪ **L-36 Political Sciences and International Relations**

60 total credits must have been obtained in the below-listed scientific-disciplinary sectors¹ as follows:

- At least **6 credits** in English Language and Translation (L-LIN/12), or French Language and Translation (L-LIN/04), or Spanish Language and Translation (L-LIN/07), or Portuguese and Brazilian Language and Translation (L-LIN/09), or German Language and Translation (L-LIN/14), or in other scientific-disciplinary sectors of Area 10, if the title of the course refers clearly to the study of a modern language and not exclusively to literary or cultural aspects, or the achievement of a legally recognized diploma in the aforementioned languages;
- At least **8 credits** in Economics and Business Management (SECS-P/08), or in Business Economics (SECS-P/07), or in Political Economy (SECS-P/01), or in Economic Policy (SECS-P/02);
- At least **12 credits** in Sociology of Cultural Processes and Communication (SPS/08), or in General Sociology (SPS/07), or in Sociology of Economic Processes and Work (SPS/09);
- At least **4 credits** in Informatics (INF/01), or in Information Processing Systems (ING-INF/05), or achievement of the European Computer Driving Licence (ECDL);
- At least **30 credits** in the scientific-disciplinary sectors indicated in the previous points, or in the following scientific-disciplinary sectors: Italian Linguistics (L-FIL-LET/12), Italian Literature (L-FIL-LET/10), Glottology and Linguistics (L-LIN/01), Philosophy and the Theory of Languages (M-FIL/05), Modern History (M-STO/02), Contemporary History (M-STO/04), Performing Arts (L-ART/05), Cinema, Photography and Television (L-ART/06), Private Law (IUS/01), Public Law Institutions (IUS/09), Administrative Law (IUS/10), General Psychology (M-PSI/01), Social Psychology (M-PSI/05).

In the case of the possession of a **first-level degree in a degree class other than those indicated above, it is necessary to have at least 90 total credits** in scientific-disciplinary sectors, ideally as follows:

- At least **6 credits** in English Language and Translation (L-LIN/12), or French Language and Translation (L-LIN/04), or Spanish Language and Translation (L-LIN/07), or Portuguese and Brazilian Language and Translation (L-LIN/09), or German Language and Translation (L-LIN/14), or in other scientific-disciplinary sectors of Area 10, if the title of the course refers clearly to the study of a modern language and not exclusively to literary or cultural aspects, or the achievement of a legally recognized diploma in the aforementioned languages;
- At least **8 credits** in Economics and Business Management (SECS-P/08), or in Business Economics (SECS-P/07), or in Political Economy (SECS-P/01), or in Economic Policy (SECS-P/02);
- At least **12 credits** in Sociology of Cultural Processes and Communication (SPS/08), or in General Sociology (SPS/07), or in Sociology of Economic Processes and Work (SPS/09);
- At least **4 credits** in Informatics (INF/01), or in Information Processing Systems (ING-INF/05), or achievement of the European Computer Driving Licence (ECDL);
- At least **60 credits** in the scientific-disciplinary sectors indicated in the previous points, or in the following scientific-disciplinary sectors: Italian Linguistics (L-FIL-LET/12), Italian Literature (L-FIL-LET/10), Contemporary Italian Literature (L-FIL-LET/11), Literary Criticism and Comparative Literature (L-FIL-LET/14), Glottology and Linguistics (L-LIN/01), Philosophy and the Theory of Languages (M-FIL/05), Modern History (M-STO/02), Contemporary History (M-STO/04), Performing

¹ Reference should be made to the scientific-disciplinary sectors as per Ministerial Decree of 2 May 2024 No. 639, in order to facilitate verification of the admission requirements.

Arts (L-ART/05), Cinema, Photography and Television (L-ART/06), Geography (M-GGR/01), Economic and Political Geography (M-GGR/02), Private Law (IUS/01), Public Law Institutions (IUS/09), Administrative Law (IUS/10), General Psychology (M-PSI/01), Psychometrics (M-PSI/03), Social Psychology (M-PSI/05), Work and Organizational Psychology (M-PSI/07), Statistics (SECS-S/01), Economics Statistics (SECS-S/03), Social Statistics (SECS-S/05).

The knowledge required for admission is automatically ascertained in the case of the possession of the specified curricular requirements. Otherwise, the adequacy of the student's personal preparation will be verified by a special commission.

To promote the acquisition and alignment of skills in the communication field, a **Summer School in Marketing, Digital Communication and Technologies** is envisaged in September 2025. After verification of the documents presented in the pre-enrolment application form, participation in the Summer School is free and facilitates the acquisition of the required knowledge.

Those who want a first assessment of the possession of the necessary access requirements can request an interview from Students Secretariat. This interview can be arranged online or in person by writing to the e-mail address of Vittorio Pergola at v.pergola@lumsa.it.

The assessment is in any case subject to the approval of the Course Director.

1.2.c. Submission of the pre-enrolment application

1. Log into **Mi@LUMSA** (https://servizi.lumsa.it/Root.do?cod_lingua=eng);
2. Click on MENU → Registered area → **Admission**, and select the *Master's Degree Course in Marketing & Digital Communication*;
3. Once the procedure has been completed, click on **Payments**, to make the payment of the **non-refundable €100.00 admin fee**.

Fill out the pre-enrolment application form at <https://lumsa.it/en/masters-degree-programs>, and upload the following:

- Identity document copy, front and back;
- Certificate with an indication of the exams taken;
- Second degree enrolment assessment form if already in possession of a Master's degree or an old system ("vecchio ordinamento") degree;
- Payment receipt of the **€100.00** admin fee.

1.2.d. Admission

Graduates of degree classes other than L20 and L18 (as per Ministerial Decree 270/04) and **14 and 17** (as per Legislative Decree 509/99) will receive an e-mail communication of admission from the Student Secretariat, following the indications of the Course Director, and, following the procedure referred to in paragraph 2, must complete the enrolment procedure within the indicated deadline, under penalty of loss of the right to enrol.

1.3. Graduates: Admission with pre-enrolment

Graduates of LUMSA and other universities who graduate by December 22, 2025, and undergraduates who obtain their degrees in the winter graduation session (March 2026), for the purpose of verifying curricular requirements, must fill in the **application for pre-enrolment via the online form as indicated in the previous paragraph 1.2.c.**

The pre-enrolment application for those graduating in the winter graduation session (March 2026) may be submitted by 22 December 2025, provided that places are still available.

1.3.a Admission

Applicants will receive an e-mail communication of admission from the Student Secretariat, following the indications of the Course Director, and, once they have graduated, following the procedure referred to in paragraph 2, must complete the enrolment procedure within the indicated deadline, under penalty of loss of the right to enrol.

Note that applicants graduating in the extraordinary session of academic year 2024-2025 (i.e. March 2026) must:

- Ensure their attendance of lectures in the first academic semester;
- As soon as they have obtained their degree, **complete enrolment no later than 7 April 2026**.

1.4. Holders of foreign academic qualifications: Admission with pre-enrolment

Extra-EU students requiring a visa, for the purpose of verifying qualifications and curricular requirements, must apply for **pre-enrolment via the online form at: <https://www.lumsa.it/en/apply-to-enroll>**.

Only after obtaining clearance from the Welcome Office may they present their candidacy through the University portal at: <https://www.universitaly.it/first-steps>.

EU students not resident in Italy, for the purpose of verifying qualifications and curricular requirements, must apply for **pre-enrolment via the online form at: <https://www.lumsa.it/en/apply-to-enroll>**.

Students residing in Italy but in possession of a foreign qualification must carry out the enrolment application via the online form as indicated in the previous paragraph 1.2.c.

Those wishing to receive assistance regarding the procedures to be followed may write to the e-mail address of the **Welcome office: international.admissions@lumsa.it**.

1.4.a Admission

International students will receive an e-mail communication of admission from the Welcome Office, following the indications of the Course Director, and, following the procedure referred to in paragraph 2, must complete the enrolment procedure within the indicated deadline, under penalty of loss of the right to enrol.

2. Enrolment

Enrolment can be completed regardless of the possession or not of a University Equivalent Financial Situation Indicator (Indicatore della Situazione Economica Equivalente, ISEE) certificate, since the amount of the first instalment of **€990.00** is the same for everyone.

The lectures of the first year of the course will begin on 1 October 2025.

Before starting the procedure, it is recommended to consult the online enrolment guide at <https://lumsa.it/it/servizi-opportunita/servizi-it/guide-servizi-online> and have available:

- **An identity document photo**, in digital format, to upload directly online, of a maximum size of 5 MB and dimensions 35x40 mm, showing your face in front of a clear background;
- A signed scan of a **valid identification document**;
- A signed scan of your **tax/fiscal id code** ("codice fiscale");

On carrying out the procedure indicated below, and confirming all of the entered data, the IT system will process the enrolment application:

- Log into **Mi@LUMSA** (https://servizi.lumsa.it/Root.do?cod_lingua=eng) → Login
- Click on MENU → **Registered area**, if a new user, or **Student area**, if a LUMSA student → **Enrolment**
- Choose **Enrolment on free access courses**, if you have direct access, or **Enrolment on programmed access courses**, if you are applying through pre-enrolment, and complete the procedure with all the required data.

To proceed with effective enrolment you will have to:

1. Make the payment of the first fee instalment of **€990.00** (including the base fee of **€850.00** + the regional fee for the right to study of **€140.00**);
2. Print the **enrolment application**, check the data shown in it, and **sign** it in all its parts;
3. Scan your **signed** enrolment application and tax/fiscal code in pdf, and all the requested attachments;
4. Log into Mi@LUMSA (https://servizi.lumsa.it/Root.do?cod_lingua=eng), click on MENU → **Registered area**, if a new user pending enrolment, or **Student area**, if a LUMSA student → **Attachments**, and insert all the scanned and signed documents mentioned above.

It will not possible to activate the student's enrolment and gain access to educational and administrative services before paying the university fees and if the document attachments are missing, photographed, or unsigned.

3. Fees

To correctly calculate the amount of the three subsequent fee instalments, students must submit their **University Equivalent Financial Situation Indicator (Indicatore della Situazione Economica Equivalente, ISEE) certificate** for their family unit to their personal profile, and may consult the fee tables on the dedicated page: <https://lumsa.it/it/Tasse-Contributi>.

The remaining three instalments must be paid by the following deadlines:

- Second instalment - within 60 days of the payment of the first instalment;
- Third instalment - within 30 days of the payment of the second instalment;
- Fourth instalment - within 30 days of the payment of the third instalment.

Students who, after regular enrolment, **drop out of their studies** will be required to pay the entire amount of fees and contributions relating to the academic year 2025-2026.

3.1 ISEE certificate

Your **Equivalent Financial Situation Indicator (Indicatore della Situazione Economica Equivalente, ISEE) certificate** may be submitted at the online pre-enrolment stage, if you already have the document available, or **before payment of the second instalment**, in order to calculate the amount of the 3 subsequent instalments based on the financial situation of your family unit.

In your personal Mi@LUMSA profile (https://servizi.lumsa.it/Root.do?cod_lingua=eng), click on MENU → **ISEE upload**, and enter all the information requested, including the value of the University ISEE indicator. →→

Those with a **University ISEE certificate greater than €50,000** or **not intending to declare their University ISEE** will be required to pay the maximum band amount of **€7,390.00** (€7,250.00 + regional fee for the right to study of **€140.00**).

LUMSA reserves the right to verify the authenticity of the presented University ISEE at any time.

4. University and course transfers and second qualifications

Candidates already in possession of an equivalent university qualification or in the process of transferring from another course or university will have to attend an interview to assess their previous academic career, as indicated in the specific calls for applications available on the page at <https://lumsa.it/it/modalita-di-iscrizione-0>.

5. Scholarships

Scholarships and fee exemptions are available for some students.

For more information on scholarships, see <https://lumsa.it/it/borse-di-studio-agevolazioni>, or contact the Right to Study Office at the email address: dirittoallostudio@lumsa.it.

Consultation of the website of the **Lazio Region** (www.laziodisco.it) is recommended.

For further scholarships, contact the Tincani Association (<https://lumsa.it/en/associazione-tincani>).

For students belonging to a family unit with a member **already enrolled** at LUMSA University, a **30% reduction is available, which can be applied for by contacting the Treasury Office** for the Rome campus at economato.roma@lumsa.it.

Rome, 20 March 2025

The Rector
(Prof. Francesco Bonini)