Academic Year 2026-2027

Call for Applications to the Master's Degree Course

AI for Marketing and Communication

(Degree Class LM-59)

Available places: 100, of which 65 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) → **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 is possible to reserve an online or in person orientation session at https://lumsa.it/en/orientation-office.

University Inclusion Service

To guarantee the right to study and promote inclusion and integration into university life, LUMSA University provides several services for **students with disabilities and/or a diagnosis of Specific Learning Disabilities (SLD) or other Special Educational Needs (SEN)**.

To request an in-person appointment with the **University Inclusion Service** you must:

1. Log into Mi@Lumsa;
2. Click on MENU > Registered Area > **Servizio di Inclusione di Ateneo**

Those who already submitted their certification during their three-year degree studies at LUMSA must schedule a new appointment in order to further benefit from reasonable accommodations.

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 AI for Marketing and Communication, the possession of specific language skills and certain first-level study cultural and curricular requirements are mandatory.

1.1. Language requirements

All those wanting to access must:

1. Possess **English language proficiency at level B2 or higher** in each of the 4 skills of speaking, reading, writing, and grammar. This proficiency can be demonstrated through:
   - **Either a language assessment conducted, in person or remotely, by the LUMSA International Language and Certification Centre (CLIC)**, for which an interview may be booked by writing to clic@lumsa.it;
   - **Or the following international certifications: Cambridge FCE** (minimum of CEFR level B2, issued within three years prior to enrolment); **IELTS** (CEFR level B2, issued within three years prior to enrolment); **TOEFL** (CEFR level B2, issued within three years prior to enrolment);

2. Complete an introductory interview with the Course Director by writing to s.mulargia@lumsa.it.

International language certifications or LUMSA CLIC certificates **obtained for the purpose of enrolment** must be attached to:

- The application for online enrolment for those who have direct access to admission;
- The online pre-enrolment form for those who do not have direct access to admission.

2. Cultural and curricular requirements

2.1 Direct access with immediate enrolment

Graduates of degree classes L-20, L-18, L-33 and L-40 **are eligible for direct access with immediate enrolment.**

LUMSA graduates can access the procedure using their **Mi@Lumsa** credentials at https://servizi.lumsa.it.

Graduates of other universities, after registering their personal data, must log into Mi@Lumsa (https://servizi.lumsa.it) and proceed as follows:

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

Enrolment may be carried out **from 26 May to 6 November 2026**, as indicated in the following section 4, **regardless of the possession or not of a University Equivalent Financial Situation Indicator (Indicatore della Situazione Economica Equivalente, ISEE) certificate**.

2.2 Access with pre-enrolment

Pre-enrolment is required for:

1. **Graduates of degree classes other than** L-20, L-18, L-33 and L-40 (as per Ministerial Decree 270/04);
2. **Graduating students;**
3. **International students and Italian students in possession of a foreign degree.**

2.2.a Graduates of degree classes other than L-20, L-18, L-33 and L-40 (as per Ministerial Decree 270/04)

From 2 July 2026, graduates holding a bachelor's degree in classes other than L-20, L-18, L-33, and L-40 (Ministerial Decree 270/04) may apply for pre-enrolment, provided they have obtained at least 36 ECTS credits overall, distributed across at least two of the following three groups of Scientific Disciplinary Sectors (SSD):

- At least 6 credits in GSPS-05/A (General Sociology), or GSPS-06/A (Sociology of Cultural and Communicative Processes), or GSPS-08/A (Sociology of Economic and Labour Processes), or GSPS-08/B (Sociology of Environment and Territory), or GSPS-07/A (Sociology of Political Phenomena), or ARTE-01/C (History of Contemporary Art), or PEMM-01/A (Performance Disciplines), or PEMM-01/B (Cinema, Photography and Television), or LIFI-01/A (Italian Linguistics), or **GLOT-01/A** (Glottology and Linguistics), or ANGL-01/C (Language and Translation – English), or PHIL-02/A (Logic and Philosophy of Science), or PHIL-04/A (Aesthetics), or PHIL-04/B (Philosophy and Theory of Languages), or M-PED/03 (Didactics and Special Pedagogy), or SDEA-01/A (Demo-ethno-anthropological Disciplines), or HIST-02/A (Modern History), or HIST-03/A (Contemporary History), or PSIC-01/A (General Psychology), or PSIC-03/A (Social Psychology), or PSIC-03/B (Psychology of Work and Organisations).
- At least 6 credits in INFO-01/A (Computer Science), or IINF-05/A (Information Processing Systems), or STAT-01/A (Statistics), or STAT-02/A (Economic Statistics), or STAT-03/A (Demography), or STAT-03/B (Social Statistics), or STAT-04/A (Mathematical Methods of Economics and Actuarial and Financial Sciences).
- At least 6 credits in ECON-01/A (Political Economy), or ECON-04/A (Applied Economics), or ECON-06/A (Business Economics), or ECON-07/A (Business Economics and Management), or ECON-08/A (Business Organisation), or IEGE-01/A (Economic and Management Engineering), or GIUR-01/A (Private Law), or GIUR-02/A (Commercial Law), or GIUR-04/A (Labour Law), or GIUR-05/A (Institutions of Public Law), or GIUR-06/A (Administrative Law).

Graduates from ISIA, IFAM and other artistic and musical academies and institutes may also access the degree course subject to verification of the suitability of their studies and curricula with the previously listed requirements.

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 2026. 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.

2.2.b Graduating students

Final-year students from LUMSA or other universities graduating by 22 December 2026, as well as those graduating in the winter session (March 2027), must complete a **pre-enrolment application via the online form specified in section 2 below for the purpose of verifying entry requirements**.

The pre-enrolment application for students graduating in the winter session (March 2027) may be submitted **by 22 December 2026**, subject to availability of places.
Note that students graduating in the extraordinary session of the academic year 2025-2026 (March 2027) will have to:

- 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 2027**.

2.2.c International students and Italian students in possession of a foreign degree

✓ **Non-EU nationals and visa applicants**

Non-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 nationals not resident in Italy**

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.

✓ **EU and non-EU nationals resident in Italy with a foreign degree**

Students residing in Italy but in possession of a foreign degree must carry out the enrolment application via the online form as indicated in the previous section 2.

✓ **Italian language proficiency for international students**

Non-EU students requiring a visa, EU students not resident or resident in Italy and non-EU students residing in Italy are **required to undergo an assessment of Italian language proficiency**. Before enrollment, the k**nowledge of the Italian language will be ascertained by means of 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.

Italian language proficiency will also be subject to a final assessment, with results recorded as a pass/fail qualification. Obtaining the pass/fail qualification by the end of the course of study is a mandatory requirement for the award of the degree.

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.

3. Submission of the pre-enrolment application

Pre-enrolment applications may be submitted **from 9 March 2026 until 22 December 2026**, subject to the availability of places.

1. Log into **Mi@Lumsa** (https://servizi.lumsa.it);
2. Click on MENU → Registered area → **Admission**, and select the Master's Degree Course in *AI for Marketing and 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 form online at https://lumsa.it/it/iscrizioni-magistrali, and upload the following:

- Identity document copy, front and back;
- Certificate with an indication of the exams taken;
- B2 English language certification;
- 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.

4. Admission

The Student Secretariat will notify **graduates of degree classes other than L-20, L-18; L-33 and L-40** (as per Ministerial Decree 270/04) and **graduating students** of their admission via e-mail upon approval by the Course Director.
Once they have received the e-mail, following the procedure referred to in section 4, they must complete their enrolment within the deadline indicated therein, under penalty of losing the right to enrol.

The Welcome Office will notify **international students and Italian students in possession of a foreign degree** of their admission via e-mail upon approval by the Course Director.
Once they have received the e-mail, following the procedure referred to in section 4, they must complete their enrolment within the deadline indicated therein, under penalty of losing the right to enrol.

5. Enrolment

Enrolment may be completed regardless of the possession or not of the University Equivalent Financial Situation Indicator (ISEE) certificate.

The lectures of the first year of the course will begin on 29 September 2026.

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:

- **A digital passport-style photo**, to be uploaded directly online, showing your face in front of a light 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) → Login
- Click on MENU → **Registered area**, if a new user, or **Student area**, if a LUMSA student → **Enrolment**
- Choose **Enrolment in open-access courses**, if you have direct access, or **Enrolment in restricted 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 **€1,140.00** (including the base fee of **€1,000.00** + 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), 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 if the university fees have not been paid and the document attachments are missing, photographed, or unsigned.

Once enrolled, students are required to take all exams in person and on site.

6. 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.

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 2026-2027.

6.1 ISEE certificate

Your **Equivalent Financial Situation Indicator (ISEE)** certificate may be submitted either during the online pre-enrolment phase, if the document is already available, or **no later than 21 November 2026 and 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 Mi@Lumsa personal profile (http://servizi.lumsa.it), click on MENU → Student area → **ISEE submission**, and enter all the requested information, including the value of the ISEE indicator.

Those with a **ISEE indicator greater than €80,000** or **not intending to declare their ISEE**, will be have to pay the maximum band amount of €8,750.00 plus the regional fee for the right to study of €140.00.

LUMSA reserves the right to verify the authenticity of the presented ISEE certificate against the INPS database.

7. 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.

8. Scholarships

Scholarships and fee waivers are available to support students.

For information on scholarships, please consult https://lumsa.it/it/borse-di-studio-agevolazioni, or contact the **Right to Study Office** at dirittoallostudio@lumsa.it.

It is recommended to visit the **Lazio Region** Right to Study and Knowledge website at https://laziodisco.it/.

Furthermore, the Tincani Association for the Promotion of Culture provides grants to deserving students facing difficult economic conditions to support their right to study (see https://lumsa.it/it/associazione-tincani).

Students who have **a family member already enrolled at LUMSA University** are eligible for a **30% reduction, which can be applied for by contacting the Bursar's Office at** economato.roma@lumsa.it.

Rome, 31 July 2026

The Rector
(Prof. Francesco Bonini)
Firmato digitalmente da:

FRANCESCO BONINI