

INSPIRING GLOBAL CHANGE SINCE 1222

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SCHOOL OF HUMAN AND SOCIAL SCIENCES AND CULTURAL HERITAGE

# COMMUNICATION STRATEGIES

This Master's degree offers an advanced study programme focusing on cross-disciplinary methods for designing communication projects and strategies. The programme aims to provide students with the theoretical and practical knowledge necessary for the analysis of communication in different fields, such as multimedia and technology, business and marketing, sociology and communication practices. The programme offers high-quality education responding to the rapid transformations and significant challenges of today's world of communication.



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA

# COMMUNICATION STRATEGIES

**LEVEL** Master

**SCHOOL** Human and Social Sciences and Cultural Heritage

**DEPARTMENT** Linguistic and Literary studies

**DURATION** 2 years (120 ECTS)

**START DATE** October

**LOCATION** Padua, Italy

**PROGRAMME COORDINATOR**  
Denis Brotto

**WEB**  
[www.unipd.it/en/communication-strategies](http://www.unipd.it/en/communication-strategies)

**APPLY.UNIPD.IT**

## ENTRY REQUIREMENTS

- Bachelor's degree (or equivalent) in Communication or equivalent
- English language: B2 level (CEFR) or equivalent

## PROGRAMME STRUCTURE

List of teachings: Computational Thinking, Writing for the Media, Communication Practices, Diversity and Inclusion, Digital Cinema, Text as Data, Immersive Technologies, Social Network Analysis. Digital Culture Gender and Society, Digital Sociology, Technology and Society, Sound Design and Music Technology, Digital Storytelling, Intercultural Communication, Principles of Sustainability Science, SEO in Web Design.

## TUITION FEES AND SCHOLARSHIPS

Annual fees: up to € 2,900 (3 instalments)  
Scholarships and fee-waivers for international students available: [www.unipd.it/en/funding-and-fees](http://www.unipd.it/en/funding-and-fees)

## CAREER OPPORTUNITIES

Graduates will be able to apply for jobs such as head of public relations, head of communication and marketing, head of press office, project manager, account executive, account supervisor, media planner, copywriter for advertising, web content manager. Graduates may also continue their education in doctoral programmes.

