



BACHELOR'S DEGREE

**communication sciences,
media and digital
technologies
(L-20)**

a.a. 2025/2026

CURRICULUM: **media and digital innovation**

FIRST YEAR	
Teaching	CFU
Contemporary history and media history	6
Cross-media communication	9
Digital media law	12
Information Technologies	9
Media economics	6
Public speaking	6
Sociology of media and communication	6
Visual anthropology	6

SECOND YEAR	
Teaching	CFU
Consumer behaviour e data analysis	9
Corporate and institutional communication	9
Digital marketing	9
Digital social research	6
Innovative start-up creation	9
Interactive storytelling	9
Internet and social media studies	9

THIRD YEAR	
Teaching	CFU
Artificial intelligence for media and communication	6
Interaction design	6
Media and gender	6
Media and religion	6
<i>Labs</i>	9
<i>Elective modules</i>	12
<i>Other language skills</i>	6
<i>Stage</i>	4
Final dissertation	5