



MASTER'S DEGREE

**media and CULTURAL  
INDUSTRIES**  
(LM-59)

a.a. 2025/2026

CURRICULUM: **DIGITAL COMMUNICATION STRATEGIES**  
**FOR MEDIA INDUSTRIES**

FIRST YEAR	
Teaching	CFU
Cognitive psychology	6
Data analysis and visualization	6
Digital media and society	6
Digital service innovation	6
Gamification	6
Interaction design	6
Social speech and action	6
Sociology of organization	6
Web technologies	6
<i>Other language skills</i>	3
<i>Other skills</i>	3

SECOND YEAR	
Teaching	CFU
Business and institutional communication	6
Human Computer Interaction	6
Visual communication for digital media	6
<i>Digital skills</i>	6
<i>Other skills</i>	3
<i>Elective modules</i>	12
<i>Stage</i>	6
Final dissertation	15