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Intake : October 2024

INTERNATIONAL MASTER IN MEDIA AND COMMUNICATION MANAGEMENT

Subject	Location	INTERNATIONAL MASTERS OFFICE
Marketing and Sales Management	Milan	Tel: +39 02 2399
Duration	Language	2820
12 months	English	Email:
Format	Tuition Fee	informasters@gsom.polimi.it
Full Time	€ 20,000 (Individuals)	
Delivery	€ 10,500 (POLIMI MSc Alumni)	
On Campus	Professional	
Intake	Experience	
October 2024	Less than 3 years	
		CONTACT US

pace, driven to change by new technologies and big target shifts. This means that businesses, media companies, media agencies and communication firms need new skills, fresh minds and innovative ideas, all with a mix of **creativity and analytical skills**.

Nowadays, technology has given us unprecedented means and channels of interaction with the markets, but most targets' attention spans are so small that we need to constantly find **new and more engaging ways of communicating**. That's where target data comes in, giving us the chance to make hyper-personalised approaches to communication while also making performance assessment more precise.

requested skills in the field of media and communication, thanks to a programme **designed and delivered in partnership with leading practitioners** and companies, which will provide you with **professional expertise** to enter the job market.

This Master offers you a unique opportunity to boost the **skillset required by media companies, agencies and businesses**, thanks to the presence in the classroom of practitioners representing some of the most valuable players in the communication field, such as **Giuseppe Stigliano**, co-director of the programme and CEO of Spring Studios, whose expertise has been merged with that of **Prof. Lucio Lamberti**, Director of IMMCM, to provide you with a unique specialising master programme experience.

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Is it right for me?

You are an ideal candidate if you:

- are willing to acquire the professional expertise, approaches and tools needed to build powerful **communication strategies**
- are ready to harness all the potential of both **traditional and new media channels**
- show well-developed **analytical and soft skills** to become a champion of **media and**

Please note that we've designed this programme for recent graduates with ideally no more than 3 years of work experience. If you have more than 3 years of work experience, you can also consider our International MBA programmes.

- have the right potential to develop the skills to **help companies, both from the inside and as a professional partner**

Why choose this master?

Learn from our **network of partner companies and professional consultants** directly involved in the programme: they do not simply provide support, but also design the content with our faculty and bring their direct experience to the class, presenting real cases to discuss during the sessions. Among these are **UNA, UPA, WPP, Hyundai, Incentive Promomedia** and many others;

This programme focuses on important and increasingly **up-to-date media and communication topics** (metaverse marketing, influencer marketing, content strategy, etc), combining **professional and theoretical expertise** and using action-based teaching methods;

You will also have the possibility of choosing between two different **concentrations** (Media and Communication for **Management** and Media and Communication for **Services**) and attending several **laboratories** aimed at putting into practice the topics covered in the classroom.

Moreover, by becoming part of our School you will:

1. Be in direct contact with innovation and digital transformation due to our network that includes over 370 research centres, PoliHub – the Politecnico di Milano incubator – and over 40 observatories.
2. Participate in networking moments with alumni, headhunters, and companies that will give you an insight regarding the market needs required to become a future leader.
3. Be able to develop your professional career with the assistance of our Career Development Centre. In the academic year 2021-2022, an 83% rate of Employability within the all the Specialising Masters was accomplished three months after the end of teaching activities.

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Our partners



CAMPARI GROUP

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Aziende della
Comunicazione
Unite

Programme structure

Our **International Master in Media and Communication Management** is a **12-month Master programme** offered by POLIMI Graduate School of Management.

With this course we give you a solid background for facing the challenges of Media & Communications industries that are evolving at a rapid pace, driven to change by new technologies and big target shifts.

We have designed standard in-class lectures, videos, and digital content but also formats that create a very active environment and opportunities for discussion and the sharing of information, such as teamwork, workshops, simulations and case studies.

PROGRAMME STRUCTURE

Your path will be divided as follows:

- **General Management** (*Distance Learning*)
- **Basics of Marketing and Communication** (*core courses*)
- **Media and Communication** (*core courses*)
- **Concentrations:**
 - IMMCM management
 - IMMCM services
- **Electives**

PROJECT WORK

You will need to accomplish and present an academic or company-based project in the form of a short thesis or describe the project you have developed in partnership with one or more companies.

LEADERSHIP & MANAGERIAL SKILLS

Negotiation, Effective Communication, Leadership and Team Dynamics.

MASTER YOUR GROWTH

You will have the chance to try out a series of activities aimed at boosting your business networking opportunities, discovering the business world and enhancing your skills as a future professional.

PURPOSEFUL JOURNEY

Alongside the courses, you will be immersed in a series of practical experiences aimed at including the concept of Purpose in your master journey, divided into 4 main pillars:

- Management with Purpose
- Purpose Pioneers
- Leadership with Purpose
- Purpose in your Career

In each of the pillars you will be able to enjoy inspirational speeches, workshops, educational activities and exclusive content that will help you to acquire the right skills to become a purposeful leader of the future.

ADDITIONAL SERVICES

Throughout your Master you will be able to access a range of services offered by the Politecnico di Milano Digital Innovation Observatories that aim to provide students and companies with an expert point of view on digital innovation through research, communication and continuous updating activities. Moreover, you will also be able to access a language platform to improve your knowledge of the Italian language, which is essential for your learning and training process.

[Download the course description](#)

Career

YOUR CAREER PATH

The Career Development Center provide students with a self-assessment of their skills and an analysis of the job market, candidates will be supported in designing a customised career strategy and an effective action plan, to turn their career aspirations into achievable goals. The Career Development Programme will assist students to develop professional skills and to become successful “Career Leaders”.

TOP EMPLOYERS

Graduates of our previous editions are now working in leading companies such as:

- **NEXT GROUP**
- **DOLCE & GABBANA**
- **ACCENTURE**

In the 2021 edition: **86%** of students were offered internships in companies

INTERNSHIPS DURING THE MASTER

Development Programme and
our Corporate Network

CAREER IMPACT

Our Master gets you ready for a
variety of roles, including:

- *9% Luxury, Fashion, Lifestyle*
- *9% Tech and Digital*
- *9% Manufacturing*

- Media and Communication Specialist
- Junior Brand Manager
- Analyst/Consultant
- Account Manager

Admissions

APPLICATIONS FOR THE 2024 INTAKE ARE OPEN.

Please note that we process applications on a rolling basis, which means that they may close even before the deadlines. Our limited number of seats available in the class means the sooner you apply, the better.

If you are a non-EU candidate, we recommend that you apply at least 3 months before the programme starts, to leave enough time for a Statement of Comparability of your degree and to apply for your student visa.

1. ACTIVATE YOUR APPLICATION AND SUBMIT YOUR DOCUMENTS

Fill in the form
at apply.gsom.polimi.it and
upload these documents:

- your CV in English
- university transcripts/mark sheets
- bachelor's/master's degree (if already available at the time of the application)
- copy of your passport or ID

2. SCREENING

We will let you know if you have been selected for a Motivational Interview in English, which we will do online.

3. OUR FINAL DECISION

We will send you an e-mail with our final decision on your application, and if the result is positive, you will also receive scholarship information (if you applied for one).

4. CONFIRMING YOUR PARTICIPATION

After you receive our email and the admission contract, we kindly ask you to confirm your participation in the programme by paying the first instalment.



- motivation letter
- Financial Aid Essay (if you're applying for one of our tuition fee reductions)
- English proficiency certificate: IELTS, TOEFL, TOEIC or equivalent (if already available at the time of the application)
- Pay the Application Fee (EUR €100)

Fees and Benefits



Meet with Us



Degree Awarded



Hear from our Ambassadors



Frequently Asked Questions

Any question about the application process, the master or the fees and benefits?

[Go to FAQ](#)

Alumni Experience

Get in touch with our alumni and share their experience with our programmes.

[Discover more](#)

Knowledge

Vivi la nostra Scuola. Fallo con articoli, podcast e video capaci di ispirare la tua creatività, di contribuire alla tua voglia di innovare, e di stimolarti nella ricerca di un significato profondo alle tue azioni. Ecco gli ingredienti della nostra ricetta per il futuro.

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POLIMI GSOM REGATTA 2024 – Cala dei Sardi is the venue

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Financial Times: POLIMI Graduate School of Management's MBA among the best in the world

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Innova Europe 2024: Renewing the Challenge of Sustainability

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See also other Events

Lasciati ispirare dai nostri speaker. Per te, webinar, testimonianze, masterclass e tanto altro.

[DISCOVER MORE](#)

Mon 19	Fri 23	Wed 28	Wed 2
Executive Masters Orientation Week From 19 February to 22 February 6:00 PM - 7:45 PM (CET) SEE DETAIL	POLIMI GSoM on the road – Barcelona 23 February 2024 9:00 AM - 12:00 PM SEE DETAIL	POLIMI GSoM on the road – Istanbul 28 February 2024 3:00 PM - 7:00 PM SEE DETAIL	Wednesday Sustainab Entrepreneurship 28 February (CET) SEE DETA
Tue 20	Tue 27		
POLIMI GSoM on the road – Madrid 20 February 2024 9:00 AM - 6:00 PM SEE DETAIL	POLIMI GSoM on the road – Athens 27 February 2024 9:00 AM - 6:00 PM SEE DETAIL		



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