
Master in Marketing and Transformative Economy

Final assessments

Document derogating from the 2020-2021 Study Regulations of the Faculty of Communication, Culture and Society.

The Faculty Council, at its meeting of 13 April 2022 and in derogation from article 15 of the 2020-2021 Study Regulations, approves a modification to the Master in Marketing and Transformative Economy's final assessments structure and ECTS value, offering to its students a choice between two "more applied" options worth 18 ECTS (*field project* or *internship*) and two "more academic" options worth 12 ECTS (*module in professional skills* or *thesis*). The module in professional skills was already approved by the Faculty Council on 3 June 2020. The provisions related to the capstone projects of internships and field projects remain in force, as voted by the Faculty Council of 3 June 2020 and referenced below. This document is applicable to the students that enrol in the first year of the Master's programme starting from the 2020-21 academic year.

Final assessments

In order to earn this Master's degree, its study programme entails passing two forms of final assessments

- a) Earning 18 ECTS worth of capstone projects, chosen between an *internship* or a *field project*;
- b) Earning 12 ECTS from either passing the *module in professional skills* or, alternatively, defending a *Master's thesis*.

The final assessments are regulated by the following provisions:

- 1) The final assessments must be completed and the related ECTS must be registered by the end of the eighth semester from admission to the Master's programme, under penalty of expulsion of the student from the Faculty. In the case where the student opts for the field project, the latter will be offered only during his/her fourth semester. In the case where the student opts for the module in professionalising courses, it must be completed by the end of the sixth semester from admission to the Master's programme.
- 2) Only the students that have acquired at least 39 ECTS credits in the first year of the Master's programme will be entitled to carry out the final assessments.
- 3) The validation of the final assessments, with the consequent registration of the ECTS credits and the assigned grade, is subject to the passing of all the first and second year Master's examinations, as well as having fulfilled the required language conditions (in particular, the achievement of the C1 level of English).

- 4) For students admitted to the Master's programme with a shortfall in ECTS credits (a maximum of 60 ECTS), the credits allocated to the final assessments will only be registered once the shortfall has been recovered.
- 5) In the event of any disputes, the decision is made in the first instance by the Director of the Master. The student has the right to lodge an appeal against this decision with the Complaints Commission, according to the provisions of the 2020-2021 Study Regulations.

For all matters not regulated herein, please refer to the 2020-21 Study Regulations, which are applied in accordance with the principle of analogy.

Capstone module (18 ECTS)

The Master's capstone module worth a total of 18 ECTS consists of a choice between:

- a) *Internship*, consisting of a work placement in a firm or other organisation in order to carry out a training project approved by the Master's Director. The internship must last for a total of three months of full-time employment (equal to at least 40 working hours per week) and must conclude with the drafting of a report in English, under the supervision of the Master's Director or other professor appointed by the latter.
- b) *Field project*, regulated by the terms and conditions set out in the "Field project guidelines", which entered into force in September 2019.

Additional provisions include that:

- 1) Field projects are assessed on a numerical scale, which forms part of the final average grade. The internships, on the other hand, are assessed using a binary grading system (pass/fail), which does not form part of the final average grade.
- 2) The Director of the Master or the person appointed by the latter (field project supervisor or internship supervisor) is responsible for the grading of the capstone projects, on the basis of the criteria specified in the respective guidelines. Both capstone projects require a report written in English.

Module in professional skills or Master's thesis (12 ECTS)

To conclude the study programme, this Master's degree requires students to earn the remaining 12 ECTS by taking one of the following alternatives:

- a) The module comprised of *courses in professional skills*.
- b) Writing of a *Master's thesis*, regulated by all the terms and conditions set out in the 2020-21 Study Regulations, as well as the Guidelines for the writing of the Master's thesis.

Additional provisions include that:

- 1) The module in professional skills is assessed using a binary grading system (pass/fail), which does not form part of the final average grade. A student who fails an examination within the module in professional skills may attempt it a maximum of two more times. A student who fails to attend an examination or leaves the hall while the examination is in progress without a valid reason is considered to have failed the examination. This examination is counted among the maximum number of attempts permitted for passing

the exam. Failing the examination at three sittings results in the candidate being expelled from the Faculty. The lecturer in charge of each course in the module in professional skills is responsible for its grading, on the basis of the parameters described in the related course syllabus.

- 2) The grading of the Master's thesis is entrusted on the thesis supervisor (and a co-supervisor, when available) in tandem with a co-examiner, appointed by the Master's Director following a nomination by the thesis supervisor. The Master's thesis is assessed on a numerical scale, which forms part of the final average grade.

DISCLAIMER:

This document has been drawn up in Italian. A non-legally binding English translation has been provided for information purposes only. The Italian version shall prevail over the English translation.