

Academic Year 2020-2021

**CALL FOR ADMISSION TO THE MASTER DEGREE IN
MARKETING AND GLOBAL MARKETS
(CLASS LM-77 OF MASTER DEGREES IN MANAGEMENT)**

1. Places availability to the first year of the Degree course

The Master Degree in Marketing and Global Markets foresees a programmed number of **150** students admitted to the first year. Three of these places are reserved for Chinese students of the Marco Polo project and 5 places for non-EU students (visa applicants). Any places left vacant in the ranking of <non-EU citizens residing abroad and of Chinese citizens> will be used for the scrolling of the ranking relative to <Italian citizens, EU students wherever resident and non-EU students legally residing in Italy>.

2. Selection requirements

To be eligible for admission to the Master Degree in Marketing and Global Markets, applicants must have:

a) a first cycle Degree (pursuant to D.M. 270/04 or D.M. 509/99) and 48 ECTS distributed as follows:

- Business area: 20 ECTS (SECS-P/07, SECS-P/08, SECS-P/09, SECS-P/10, SECS-P/11)
- Economic area: 12 ECTS (SECS-P/01, SECS-P/02, SECS-P/03, SECS-P/06)
- Quantitative area: 10 ECTS (SECS-S/01, SECS-S/03, SECS-S/05, SECS-S/06, MAT/05, M-PSI/03, INF/01, ING-INF/05)
- Legal area: 6 ECTS (IUS/01, IUS/02, IUS/04, IUS/05, IUS/07, IUS/08, IUS/09, IUS/10, IUS/12, IUS/13, IUS/14).

Credits acquired in single courses or in other university study courses can be counted in order to achieve the 48 preliminary above ECTS. These same credits will not be counted for the achievement of the 120 ECTS required for the Master's Degree qualification.

Also students who will achieve the required first cycle Degree by 30 November 2020 can access, provided they have acquired by **31 July 2020** the 48 credits specified in the curricular requirements and that all exams have been taken and registered by that date;

or

a qualification obtained abroad and recognized suitable since it is equivalent to the degree classes in "Business administration" and "Economics";

- b) a certification of knowledge of the English language corresponding to level B2, issued by the University or recognized by the University. This knowledge is considered as acquired if by **31 July 2020** the candidate is in one of the following conditions:
- has obtained at least 4 ECTS of English Language in the university career;
 - holds an English language B2 certificate among those recognized:
https://www.unimib.it/sites/default/files/tabella_senato_10_02_2020.docx_-_documen_tti_google.pdf
 - holds the Bbetween "English B2" Open Badge obtained after the Rosetta Stone online course: <https://www.unimib.it/bbetween/languages>
 - holds a diploma obtained by studying in English.
- Those who do not fall under any of the above conditions can see art. 4 of this call for new deadline and modalities about B2 level English proficiency certification.

3. Pre-enrolment terms

To be admitted to the Master Degree in Marketing and Global Markets an online pre-enrolment application must be submitted **from 22 May 2020 until 12.00 a.m. local time (GMT + 1) of 15 July 2020**, on the website of University of Milan-Bicocca, Online Student Registry (Segreteria online):
<https://s3w.si.unimib.it/>

Only for students with qualification obtained / to be obtained in Italy it will also be necessary to complete and confirm by **3 August 2020** the questionnaire "**curricular requirements self-certification**" pursuant to art. 4 of this call.

4. Pre-enrolment application

To enrol in the selection for admission to degree programs with a programmed number of students, it is necessary to pay by **July 15th, 2020** a non-refundable contribution fee of **Euro 10.00**.

The pre-enrolment application must be made online, from the website of the University of Milan-Bicocca, Online Student Registry (Segreteria online): <https://s3w.si.unimib.it/>

Delivery of paper documents to the counters is not required.

When you access the system for the first time you must register your personal data, selecting "Registration" in the Reserved Area and following the guided procedure.

The data required for registration are: fiscal code, personal data, address of residence and domicile, telephone number and e-mail (N.B.: registration can be done only once).

At the end of the registration, the user name assigned by the system and the personal password allow you to login for your registration to the call: select "Home" and then "Admission test", choose the call of your interest "Marketing and Global Markets - call for admission to the Master Degree" and continue with the data entry.

The registration procedure requires to upload a **scanned identity document** (front and back) and a **classic passport photograph**. The passport-sized photo uploaded at this stage will be printed on the pre-enrolment application; in case of matriculation it will be saved in the University's data bank and printed on the badge which the registered student will receive. Before starting the registration procedure it is advisable to prepare a digital photo of the same type used for the release of documents (such as identity card or

passport). The photo must be in jpeg or bitmap format, with a resolution of at least 300x400 pixels and must correspond to the required standards; in particular: the face must not be covered by hair or clothing such as sunglasses or scarves; the face must be in an absolutely frontal view; it must not have strange expressions (caricatures) and the subject must stand alone, on a light and uniform background.

The photo is not required if a photo of the student with the above requirements is already saved in the University database.

Candidates must select their administrative category, choosing from the following options:

- Italian, European or extra-EU citizens legally residing in Italy: it is the category for Italian citizens, EU citizens and the citizens of Norway, Iceland, Liechtenstein, Switzerland, the Republic of St. Marino and the Vatican State, as well as for all non-EU citizens legally residing in Italy (pursuant to art. 26 Law 189 of 30/07/2002);
- Non-EU citizens (visa applicants): non-EU citizens who require a visa to enter Italy for study purposes;
- Marco Polo: Chinese citizens participating in the Marco Polo project who enter Italy with an entry visa for study, on condition that a) they are enrolled in a preparatory course in Italian language and culture, to be entirely held in Italy, and b) they are pre-enrolled in an Italian university to attend a first or second level university course.

QUESTIONNAIRE "curricular requirements self-certification" (only for students with qualification obtained / to be obtained in Italy)

Once the pre-enrolment application has been completed, candidates who were awarded or will be awarded the degree in Italy must complete and confirm a questionnaire **by 3 August 2020**.

Candidates from outside the University must declare that they meet the requirements described in art. 2 of this call and indicate which courses contribute to the required number of credits.

The questionnaire consists of a first section about the knowledge of English language at level B2 and of four sections corresponding to the areas in which the curricular credits are subdivided:

- business area - 20 ECTS
- economic area - 12 ECTS
- quantitative area - 10 ECTS
- legal area - 6 ECTS

For each area the "scientific-disciplinary sector" of interest must be indicated, as well as the name of the course, regardless of **any modules** it may be composed of, the number of credits acquired in the field previously indicated and the grade obtained.

If the course is composed of several modules, it is possible to consider the credits **linked to the module** only if the course has been passed in full and provided that, in the questionnaire, the **vote** of the complete exam (**not** of the module) is declared, even for modules related to different disciplinary areas.

The indication of a module instead of a course (or the grade of a module instead of that of the course) will be a sufficient reason for exclusion from the ranking.

The **candidates within the University**, who have earned a degree or are completing their undergraduate studies at this University, in possession of the requirements described in art. 2, must only declare that they possess a knowledge of English at B2 level.

All the credits necessary for the verification of the curricular requirements, acquired within the University, will be extrapolated directly from the database.

These candidates may also declare the possible possession of useful ECTS in the four areas, acquired during the attendance of University study courses or single courses external to the University, with the exception of the credits recognized in Bicocca. For those credits candidates must indicate for each area the University of origin and the degree course of origin, the "scientific-disciplinary sector" of interest, as well as the name of the course, regardless of any modules it may be composed of, the number of credits acquired in the field previously indicated and the grade obtained.

If the course is composed of several modules, it is possible to consider the credits linked to the module only if the course has been passed in full and provided that, in the questionnaire, the vote of the complete exam (**not** of the module) is declared, even for modules related to different disciplinary areas.

The indication of a module instead of a course (or the grade of a module instead of that of the course) will be a sufficient reason for exclusion from the ranking.

Students with **qualifications obtained abroad** must not fill in the questionnaire but comply with the provisions set out in articles 5 and 6 of this call.

The questionnaire must be **completed correctly** in all its parts and subsequently **confirmed**. After the confirmation, changes are allowed **not later than 3 August 2020**.

The application procedure can be considered completed only after confirmation of the questionnaire: without confirmation it is not possible to print the application form.

In accordance with the resolution of the Academic Senate n. 124/2020 of 11 May 2020 and in consideration of the Covid-19 health emergency, candidates without the **B2 level English** proficiency certification referred to in art. 2b can obtain, not later than **31 December 2020**, an English language B2 certificate among those recognized:

https://www.unimib.it/sites/default/files/tabella_senato_10_02_2020.docx_-_documenti_gogle.pdf

or can obtain the Bbetween "English B2" Open Badge after the Rosetta Stone online course (for candidates from outside the University only after admission and enrollment):

<https://www.unimib.it/bbetween/languages>

The certification obtained must be promptly sent to ecovalutazioni@unimib.it

In the event that the student does not achieve this certification by the deadline indicated, the enrollment will be canceled.

The **payment** of the contribution of **Euro 10.00** must be made **by July 15th, 2020**.

For payments close to the due date, it is advisable to make the payment at the Banca Popolare di Sondrio, the cashier institution of this University. In the case of payment via internet banking, check with your bank the actual time of execution of the payment. In the event that payment is recorded after the deadline, it will not be considered valid.

The payment must be made using the PagoPA pre-completed payment slips, printable directly from the Payments page in the Reserved Area of Online Student Registry (Segreteria online) or by selecting the appropriate button at the end of the pre-enrolment application procedure.

There are three ways to pay using PagoPA:

- 1) Print the payment slip and pay it to any payment service provider of the PagoPA circuit (banks, tabacconists, etc. Note: it is not possible to pay at the post office);
- 2) Pay online: using the appropriate link on the Online Student Registry (Segreteria online) students can access the online payment function that will offer all payment

service providers participating in the PagoPA circuit (there are different possible methods, as debiting an account or payment by credit card);

3) For banks using the CBILL system, the interbank code or SIA code is: 1G192.

NB: payments made by University Card and using the internet banking service combined with the student's badge (Scrigno) will be exempt from commission payment.

In case of non-payment or payment beyond the deadline, the application is not examined by the Commission described in art. 7; this will result in exclusion from the ranking.

The simple payment of the contribution of Euro 10.00 made in ways other than those indicated in this call and without simultaneous registration for the selection will not be considered a valid pre-enrolment application and will not allow inclusion in the ranking. **In no case is a refund due.**

Non-EU citizens (visa applicants) are exempt from the contribution of Euro 10.00 for participation in the call.

Chinese citizens of the "Marco Polo" project are not exempt from the contribution of Euro 10.00 for participation in the call.

European and non-EU citizens legally residing in Italy are **not** exempt from the contribution of Euro 10.00 for participation in the call.

5. European or non-EU citizens legally residing in Italy

EU candidates, wherever resident (including citizens of Norway, Iceland, Liechtenstein, Switzerland, the Republic of St. Marino and the Vatican State) and non-EU citizens residing in Italy pursuant to art. 26 Law n. 189 of 30/07/2002:

- if they have achieved (or will achieve by November 30, 2020, under the same conditions as in article 2) a degree in Italy must submit the pre-enrolment application and the questionnaire through the Online Student Registry (Segreteria online) according to the deadlines and methods described in this call under articles 3 and 4;
- if they have obtained a qualification abroad, candidates must submit the pre-enrolment application through the Online Student Registry (Segreteria online) according to the deadlines and methods described in this call under articles 3 and 4, within the deadline of **July 15th, 2020 (12 noon)**, uploading the following documentation which replaces the questionnaire "curricular requirements self-certification":
 - 1) academic qualifications obtained at a University, or post-secondary qualification obtained in a non-university higher education institution which allows on site the continuation of studies at academic institutions in the next level;
 - 2) transcript of records;
 - 3) detailed description of the programs of each discipline (syllabus);
 - 4) translation in Italian or English of the documents referred to in points 1-2-3 above, if issued in a language other than French or Spanish;
 - 5) declaration of value on site or Diploma Supplement or certificate of comparability of the ENIC-NARIC centers. This document, if not possessed in the application phase, must be sent to the Welcome Desk by e-mail (welcome.desk@unimib.it) within 45 days from enrollment;

- 6) certification of knowledge of the **English language** referred to in art. 2b and 4 of this call.

The verification of the declaration of value will be carried out by the Foreign Students Office from 15 December 2020 and within 120 days following. Failure to submit the Declaration of Value will entail the formal notification to the Responsible for the procedure and the suspension of the career of the student in the Online Student Registry (Segreteria online).

Candidates with European citizenship can submit a self-certification, in place of the copy of their qualification, of the transcript of records and of the syllabi. Citizens of States not belonging to the European Union legally residing in Italy can only self-certify states, facts and personal qualities that can be certified or attested by Italian public subjects.

The Commission, based on the documentation presented by each candidate, ascertains compliance with the requirements for the selection pursuant to art. 2. It also assigns a vote equal to 18/30 to every examination if the information relating to the grade obtained is missing. Where it is not possible to ascertain the number of credits relative to the exams of the scientific-disciplinary sectors, the Commission evaluates the corresponding hours of activity, if certified in the documents submitted by the candidates; similarly, if it is not possible to ascertain whether the exams taken belong to a scientific-disciplinary sector, the Commission evaluates, where possible, the detailed exams programs.

These candidates are not exempt from the contribution of € 10.00 for participation in the call.

For further information see the page:

<https://www.unimib.it/internazionalizzazione/informazioni-studenti-stranieri>

6. Candidates from outside the EU (visa applicants) and Chinese citizens included in the Marco Polo project

Both candidates from outside the EU (visa applicants) and candidates from the People's Republic of China included in the Marco Polo project must submit the pre-enrolment application through the Online Registry (Segreteria OnLine) according to the deadlines and methods described in this call under Articles 3 and 4, within the peremptory deadline of **15 July 2020 (12 noon)** by uploading the following documentation, which replaces the questionnaire "curricular requirements self-certification":

- 1) academic qualifications obtained at a University or post-secondary qualification obtained in a non-university higher education institute which allows the continuation on site of studies at academic institutions in the next level;
- 2) transcript of records;
- 3) detailed description of the programs of each discipline (syllabus);
- 4) translation in Italian or English of the documents referred to in points 1-2-3, if issued in a language other than French or Spanish;
- 5) declaration of value on spot or Diploma Supplement or certificate of comparability of the ENIC-NARIC centers. This document, if not possessed in the application phase, must be sent to the Welcome Desk by e-mail (welcome.desk@unimib.it) within 45 days from final enrolment;

- 6) certification of knowledge of the **English language**, referred to in Art. 2b and 4 of this call;
- 7) application for pre-enrollment at the Italian university, stamped by the Embassy;
- 8) only for non-EU candidates (visa applicants): copy of the entry visa for study / enrolment at the University;
- 9) only for the Chinese candidates of the Marco Polo project: certificate of knowledge of the Italian language not lower than level B1.

The verification of the declaration of value will be carried out by the Foreign Students Office from 15 December 2020 and within 120 days following. Failure to submit the Declaration of Value will entail the formal notification to the Responsible for the procedure and the suspension of the career of the student in the Online Student Registry (Segreteria online).

The Commission, based on the documentation submitted by each candidate, ascertains compliance with the requirements for the selection, pursuant to art. 2. It also assigns a mark equal to 18/30 to any exam, in case the information relating to the grade obtained in that exam is missing. Where it is not possible to ascertain the number of credits relative to the exams of a specific scientific-disciplinary sector, the Commission assesses the corresponding hours of activity, if attested in the documents submitted by the candidates; similarly, if it is not possible to ascertain whether the exams taken belong to a specific scientific-disciplinary sector, the Commission assesses, where possible, the detailed exams programs.

Non-EU candidates (visa applicants) are exempted from the contribution of Euro 10.00 for participation in the selection.

The Chinese candidates of the "Marco Polo" project are **not** exempt from the contribution of Euro 10.00 for participation in the selection.

For further information see page:

<https://www.unimib.it/internazionalizzazione/informazioni-studenti-stranieri>

7. Competition Commission

The Competition Commission is appointed by the Department of Economics, Management and Statistics.

8. Ranking list and enrolment procedures

The students to be admitted to the Master Degree in Marketing and Global Markets are selected, after verification of the requirements necessary for the selection as per art. 2, on the basis of a ranking for which the weighted average is taken into account, rounded to the second decimal, resulting from the 48 credits with the highest grade required for the selection, taken from the questionnaire "curricular requirements self-certification" filled at the end of the pre-enrolment application, or directly extrapolated from the database for **candidates within** the University (the 30/30 mark with honours corresponds to a score of 33).

For students with qualifications obtained abroad, the Commission verifies compliance with the requirements for the selection pursuant to art. 2 and calculates the corresponding weighted average.

In case of equal score, the younger candidate is preferred (art. 3 comma 7 of Law n. 127/1997).

By the deadline of 20 July 2020, the list of candidates excluded because of missed or late payment of the contribution of Euro 10.00 will be published.

By **7 August 2020** a **merit ranking list** formulated on the basis of the above exposed criteria will be published in the official University Register and on the website of the University of Milan-Bicocca (www.unimib.it) - in the course page.

The publication represents the only official means of announcing the admission outcome. No written or telephone communication is given.

Candidates are required to view both the ranking list and any scrolling of the same, as well as the deadlines for enrolment, in the notices published on the website www.unimib.it , in the course page.

The admitted students must **enrol** through the Online Student Registry (Segreteria online) <https://s3w.si.unimib.it/> **from 7 August 2020 until 12.00 a.m. local time (GMT + 1) of 21 August 2020** and they must pay the first instalment of the **university fees**, strictly adhering to the deadlines and to the methods indicated in the notice published together with the ranking list.

Failure to enrol within the indicated deadlines will be considered as a withdrawal (Article 5, paragraph 5 of the Student Regulations) and will result in the loss of the place in the ranking list.

Choice of the STUDY PATH

During the enrolment procedure, students admitted to the first year must choose between two **study paths**:

1. **Marketing Globale**, in Italian, aimed at developing business-economic knowledge and professional skills for managing the marketing process (consumer / retail marketing and trade / business to business marketing, marketing and financial communication), with an advanced idea of marketing and with specific reference to the management of companies in global markets. The course also provides advanced quantitative methods (methods and tools for marketing surveys, quantitative business analysis for global markets);
2. **Global Management**, in English, aimed at preparing professional profiles able to face the challenges of business management in an international context and from a broad and multidisciplinary economic-business perspective, developing competence in marketing, strategic management, business analytics, international business and change management. Furthermore, this path provides advanced quantitative methods (econometrics, quantitative methods for decision making).

For students enrolled in Marketing Globale, an agreement was signed with the Universidad de Belgrano, Argentina, aimed at the release of the joint title of the Master's Degree in

Marketing and Global Markets and the Licenziatura en Comercializaciòn. More information can be found in the call for application for double degree programs.

For students enrolled in Global Management, an agreement was signed with the Antwerp Management School (AMS), which is part of the University of Antwerp, aimed at obtaining a Double Degree with the MSc of Global Management of AMS. More information, including information on the registration fee at the foreign university, will be available in the call for applications for double degree programs.

9. Scrolling of the ranking and coverage of available places

The places that will become available following the renunciation or failure to enroll within the prescribed time limits by those entitled, will be assigned taking into account the progressive order of the ranking.

The availability of places, together with the names of candidates interested in scrolling, will be communicated on **August 26th** with a notice on the website www.unimib.it, in the course page, together with the methods for scrolling the ranking list and the time and location in the case of a nominal call.

Only one re-opening of the ranking is foreseen, possibly by nominal call, which will take place on **August 27th** after the check of the places still available at the closing of enrolments.

The admitted students must **enrol** through the Online Student Registry (Segreteria online) <https://s3w.si.unimib.it/> **by 12.00 a.m. local time (GMT + 1) of August 31st** and they must pay the first instalment of the **university fees**.

10. Admission to the second year of the course

For the 2020/2021 academic year **9 places** are available for the second year of the course.

Students who meet the selection requirements pursuant to art. 2 may apply for admission in the second year, provided that the Teaching Coordination Council recognizes that **at least 30 ECTS** are consistent with the Master Degree in Marketing and Global Markets.

Students must request an assessment of their university career **from July 13th to August 28th 2020**, attaching the following documentation to the request form ("esposto") available for download from the University website

https://www.unimib.it/sites/default/files/Esposto%20MOD_0.pdf :

- a. self-certification of the first level and second level career with a list of the exams passed, including grades taken, date of passing, ECTS acquired and scientific-disciplinary sector of each exam;
- b. programs (syllabi) of the exams passed in the second level career or as single courses (only for candidates outside the University).

Interested candidates must send by e-mail the request form ("esposto") with the scanning of all the documentation to ecovalutazioni@unimib.it; the subject of the email message must be "request for admission to the second year of the Master Degree in Marketing and Global Markets.

The Commission in charge of assessing the careers of these students will evaluate their requests by **21 September 2020** and, in the event of a number of requests higher than the available places, will draw up a ranking based on the number of credits awarded to the student. In case of equal number of credits, the student with a higher weighted average will be admitted and in case of further parity the youngest candidate will be admitted.

In the case of a positive assessment, students must complete their **enrolment** by **2 October 2020 (12 noon)** through the Online Student Registry (Segreteria online) <https://s3w.si.unimib.it/>

11. Deadlines

Pre-enrolment terms	from 22 May 2020 until 12.00 a.m. local time (GMT + 1) of 15 July 2020
Questionnaire "curricular requirements self-certification"	3 August 2020
Contribution fee of Euro 10.00	15 July 2020
List of candidates excluded because of missed/late payment of the contribution fee of Euro 10.00	20 July 2020
Ranking list	7 August 2020
Enrolment and payment of the first instalment of the university fees	from 7 August 2020 until 12.00 a.m. local time (GMT + 1) of 21 August 2020
Scrolling of the ranking notice	26 August 2020
Scrolling of the ranking	27 August 2020
Enrolment and payment of the first instalment of the university fees- scrolling of the ranking	from 27 August 2020 until 12.00 a.m. local time (GMT + 1) of 31 August 2020

12. Warnings

The application for enrolment is to be considered to all effects of law as self-certification, pursuant to art. 46 of the D.P.R. 445/2000.

The candidates are solely responsible for the correct entry of the data required by the admission and registration/enrolment procedures and are therefore required to check their accuracy. The University of Milan - Bicocca reserves the right to carry out the necessary checks, including random ones, on the self-certifications made.

If as a result of the check it emerges that the self-certifications made are untruthful, the enrolment will be automatically cancelled (art. 21-nonies L. 241/90), in addition to the sanctions provided for by the penal code and by the relevant laws (articles 75 and 76 of Presidential Decree 445/2000).

13. Advertising

This call is published on the Official Register of the University and can be consulted on the website of the University of Milan-Bicocca, www.unimib.it, on the course page. The aforementioned publication has the value of official notification to interested parties for all legal effects and consequences.

14. Information on the processing of personal data

Data will be processed in accordance with Legislative Decree No. 196 of 2003 (Code regarding the protection of personal data) and its subsequent modifications and additions, as well as the EU Regulation 2016/679 (General Data Protection Regulation or, more briefly, GDPR). The information can be viewed at the following link <https://www.unimib.it/informativa-studenti>

15. Responsible for the procedure

Pursuant to art. 5 of Law 7.8.1990, no. 241 and subsequent amendments and additions, the responsible for the procedure concerning this notice is Dr. Giancarlo La Pietra - Learning and Students Services Area, Registrar of Economics and Statistics Sector. Candidates can access the proceeding documents, pursuant to art. 25 of the above mentioned Law.

16. Contacts

Career Office, Economics and Statistics Sector (Building U17 - piazza Difesa per le donne, 20126 Milano)

Front office

Tuesday: 13.45-15.45;

Thursday: 09.00-12.00.

E-mail: segr.studenti.ecostat@unimib.it

Segreteria Didattica, Economics and Statistics Sector

Front office

Tuesday: 10.00-12.00 (Building U17);

Thursday: 14.00-16.00 (Building U7).

E-mail: segr.didattica.marketing@unimib.it

Servizio Orientamento Studenti (Building U17 - piazza Difesa per le donne, 20126 Milano)

Front office

Monday: 13.45-15.45;

Tuesday, Wednesday and Friday: 09.00-12.00.

E-mail: orientamento@unimib.it

Website:

<https://www.unimib.it/servizi/orientamento-stage-e-job-placement/servizio-orientamento-studenti-sos>

Foreign Students Office - Welcome Desk (Building U17 - piazza Difesa per le Donne, 20126 Milano)

Front office

Wednesday: 13.45-15.45;

Friday: 09.00-12.00.

E-mail: welcome.desk@unimib.it

The University and Front offices will be closed during the period 10-14 August 2020.

Any changes in days and opening times of the front office will be published on the website www.unimib.it