

POLI.DESIGN
FOUNDED BY POLITECNICO DI MILANO

Education

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SPECIALIZING MASTER IN

BRAND COMMUNICATION

XXIV EDITION - OCTOBER 2024

SPECIALIZING MASTER IN BRAND COMMUNICATION

An educational path to acquire skills in coordinating communication projects and building brand strategy. A Master's program aimed at students and professionals with degrees in technical, humanistic, and economic-managerial disciplines.

POLI.design's Masters

Specializing Masters combine academic strictness and business dynamics. These educational paths for graduate students include lectures, seminars, and workshops; they aim to transfer theoretical knowledge as well as practical tools to face the world of work from the very beginning.

DESIGN, BUILD, MANAGE YOUR BRAND

The communication landscape is undergoing radical changes, driven by market shifts and branding-oriented consumer behaviors. To tackle this transformative period, agencies, companies, and organizations require professionals equipped with updated skill sets.

These skills can only be acquired through the synergy of design, marketing, and branding, which our educational program uniquely offers. For over 20 years, **POLI.design** and **UNA - United Communication Companies (formerly ASSOCOM)** have conducted the **Master in Brand Communication - The design, construction, and management of the brand**. We continually update our academic offering to develop and train **communication managers** capable of navigating evolving scenarios, with an understanding of the logic and techniques to enhance brands and lead marketing campaigns. The curriculum comprises a series of activities (lectures, seminars, project work, and internships) aimed at acquiring strategic, creative, and design skills to work in agencies and communication departments of organizations.

DIDACTICS

The **Master in Brand Communication** includes a series of foundation courses (introductory programs to fill any educational gaps) and educational activities yielding ECTS (lectures, seminars, project work, and internships). The modules of the educational path explore a comprehensive range of topics, including contemporary communication scenarios, marketing fundamentals, target analysis methodologies, communication strategy and campaign logics, professional profile responsibilities and evolution, content development, and engaging strategies, methods and tools for choosing communication channels, digital go-to-market design, and soft skills necessary for professionals (emotional intelligence, leadership, lateral thinking, and storytelling).



TRAINING OBJECTIVES

- Acquire skills to address all aspects of strategic brand projects.
- Learn practical-theoretical competencies necessary for activities such as marketing account and strategic planning, brand marketing strategy, creative strategy, and media planning.
- Engage with communication agencies and companies to understand their dynamics.
- Enhance a set of skills related to strategic communication processes in various roles within agencies and communication departments of organizations.

FACULTY

Scientific Director

Francesca Piredda

Founder and Senior Advisor

Marisa Galbiati

Vice Director

Mariana Ciancia

Senior Advisor

Marco Ronchi

Training Coordinator

Renata Martínez Tapia

CAREER OPPORTUNITIES

- Account Executive
- Strategic Planner
- Media Planner
- Brand Strategist
- Brand Manager
- Communication Manager

REQUIREMENTS

The university Master's program is open to candidates holding a **university diploma** or **Bachelor's degree**, **Master's degree** or **Specialistica/Magistrale Degree** in Engineering, Architecture, Industrial Design, Economics, Humanities, or Technical-Scientific disciplines.

AWARDED TITLE

University Master's Diploma in Brand Communication - The design, construction, and management of the brand from Politecnico di Milano.

DEADLINE

To take part to the selection process, the application form must be completed online within the following deadlines:

- for Italian / foreign citizens with a qualification obtained in Italy within September 27th, 2024
- for Extra U.E. citizens within September 27th, 2024 :

PRICE

The Specializing Master costs € 13.000 (including Politecnico di Milano enrollment fee of € 500 €) ESENTE IVA ART. 10 DPR 633/72.

PARTNER



32
students

1700
hour

16
month

€13.000
cost



CONTACT

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<https://www.polidesign.net/en/formazione/communication-design/master--brand-communication/>