

CO-OPERATION AGREEMENT

between

Libera Università Maria Ss. Assunta (LUMSA)

Via Della Trasportina 21, 00 193 Roma, Italian Republic

represented by Rector Prof. Francesco BONINI

and

Edh-EFAP

Rue Pierre Charron 61, 75008 Paris, France

represented by Director M. Farid El Alaoui

ATTACHED FOR DOUBLE DEGREE

Art. 1

1.1 It's stated to develop a double degree that joins the Master of Science degree (Laurea Magistrale) *Marketing and digital communication* of LUMSA and MBA Spécialisé in *Communication et Management Evénementiel* of EFAP.

1.2 Upon completion of the double degree program requirements, the student shall receive: two diploma certificates and two grade transcripts. Each institution shall issue only the certificate and corresponding transcripts of grades for the part of the double degree it is accountable for. The diploma supplement shall provide detailed information on the nature, regulations and credit transfer mechanisms of the double degree program.

Art. 2

2.1 The students enrolled in double degree will be maximum 2 for each year from each partner.

2.2 The students to be enrolled in this project should have at least a bachelor degree or equivalent (minimum 180 ects).

Art. 3

3.1 LUMSA students enrolled in double degree should take exams in EFAP as following scheme

LUMSA Students – Curriculum Marketing and digital communication (in English)

First academic year – Curriculum Marketing and digital communication (in English)

Type of activity	Disciplinary field	Scientific area	Courses	ECTS	Place to study
TAF B – Core	Public and business communication	SECS-P/08	Web marketing and digital advertising	12	LUMSA
		SECS-S/01	Communication metrics, web analytic and datamining	9	LUMSA
		SECS-P/08	Customer Relationship Management and Marketing	6	LUMSA
	Social, IT and language	SPS/08	Media planning and brand management	6	LUMSA
TAF C – Complementary	Integrative disciplines	SECS-P/07	Business planning and start up	9	LUMSA
TAF D – Elective	Public and business communication	SECS-P/07	Corporate social responsibility	9	LUMSA
TAF F – Other	Further language knowledge		Business English	6	LUMSA
	Further knowledge useful for employment		Theology	6	LUMSA
			Project work: Marketing Plan	3	LUMSA

Second academic year – Curriculum Marketing and digital communication (in English)

Type of activity	Disciplinary field	Scientific area	Equivalences	ECTS	Place to study	Courses*
TAF B – Core	Public and business communication	SECS-P/10	Event management	6	EFAP	Event Project Management (1) + Budget & project Management (1) + Communication, implementation & regulation (2) + Event ecosystem (1) + Art Direction & scenography (1)
		SPS/08	Digital writing and visual design	6	EFAP	SEO/Blog/Web/KPI digital ROI (2) + Design Thinking (1) + Visual Design (1) + Podcast culture(1) + Marketing: new target evaluations & sociology (1)
	Social, IT and language	SPS/08	Sponsorship and fundraising	6	EFAP	Culture & Event (1) + ESS/Fundraising & Event (1) + Corporate & Event (1) + Health & Event (1) + Luxury &Event (1) + Sport & Event(1) + Cinema & Event (1)
		M-FIL/05	Web design	6	EFAP	Google analytics and adwords (2) + Social Media Management (2) + Mobile Marketing (1) + Brand content (1)
TAF C – Complementary	Integrative disciplines	SECS-P/08	Digital public relation	6	EFAP	PR Strategy (1) + Brand Management (1) + Omni channel customer journey (2) + Customer Relationship Management & Marketing (1) + Consumer insights & writing (1)
TAF F – Other	Further knowledge useful for employment		Project work: Lab Social Media Management e Web Analytic or Internship	3	EFAP	Digital Battle (1)+ Personal Coaching for professional project (1)+ How to pitch (1)
TAF E – Final Thesis			Dissertation	21	LUMSA	

* Course language is French or English

LUMSA Students – Curriculum Marketing e comunicazione digitale d'impresa (in Italian)

First academic year – Curriculum Marketing e comunicazione digitale d'impresa (in Italian)

Type of activity	Disciplinary field	Scientific area	Courses	ECTS	Place to study
TAF B – Core	Public and business communication	SECS-P/08	Web marketing e comunicazione digitale	12	LUMSA
		SECS-S/01	Metriche della comunicazione	6	LUMSA
		SECS-P/07	Business planning e start up imprese multimediali	9	LUMSA
	Social, IT and language	M-FIL/05	Analisi dei siti web	6	LUMSA
		SPS/08 <i>oppure</i> M-PSI/05	Pianificazione e controllo della comunicazione <i>oppure</i> Psicologia dei consumi	6	LUMSA
		ING-INF/05	Tecnologie e processi innovativi	6	LUMSA
TAF C – Complementary	Integrative disciplines	SECS-P/08	Marketing avanzato	6	LUMSA
TAF F – Other	Further language knowledge		Business English	6	LUMSA
	Further knowledge useful for employment		Teologia morale	3	LUMSA
			Project work: Marketing Plan	3	LUMSA

Second academic year – Curriculum Marketing e comunicazione digitale d'impresa (in Italian)

Type of activity	Disciplinary field	Scientific area	Equivalences	ECTS	Place to study	Courses*
TAF B – Core	Public and business communication	SPS/08	Digital e social media: analisi e strategie	6	EFAP	SEO/Blog/Web/KPI digital ROI (2) + Design Thinking (1) + Visual Design (1) + Podcast culture (1) + Marketing: new targets evaluation & sociology (1)
		SECS-P/10	Programmazione e organizzazione degli eventi	6	EFAP	Event Project Management (1) + Budget & project Management (1) + Communication, implementation & regulation (2) + Event ecosystem (1) + Art Direction & scenography (1)
		SPS/08	Sponsorizzazione e fundraising	6	EFAP	Culture & Event (1) + ESS/Fundraising & Event (1) + Corporate & Event (1) + Health & Event (1) + Luxury &Event (1) + Sport & Event (1) + Cinema & Event (1)
TAF C – Complementary	Integrative disciplines	SECS-P/07	Responsabilità sociale e reputazione aziendale	6	EFAP	PR Strategy (1) + Brand Management (1) + Omni channel customer journey (2) + Customer Relationship Management & Marketing (1) + Consumer insights & writing (1)
TAF D – Elective			Elective	9	EFAP	Google analytics and adwords (2) + Social Media Management (2) + Mobile Marketing (1) + Brand content (1) +
TAF F – Other	Further knowledge useful for employment		Project work: Lab datamining e IT or Internship	3	EFAP	Digital Battle (1) + Personal Coaching for professional project (1) + How to pitch (1)
			Teologia temi specifici	3	LUMSA	
TAF E – Final Thesis			Dissertation	18	LUMSA	

* Course language is French or English

2021/22 List of subjects attended by LUMSA Students at EFAP
EFAP PARIS - MBA SPECIALISE COMMUNICATION ET MANAGEMENT
EVENEMENTIEL
Classes from October to December 2021

MODULE : STRATEGIE DE MARQUE ET EVENEMENTS -Conception & Rédaction Insights -Design Thinking -Planning Stratégique & Evénement	2 ECTS
MODULE : PRODUIRE UN EVENEMENT -Atelier Production : Fondamentaux de la production d' un événement -Construire le budget d' un événement -Evénements & Incidents -Pop Up Store & Concept Retail Evénementiel	5 ECTS
MODULE : VENDRE UN EVENEMENT -Vendre son projet par l' écriture Pitch & Présentation	2 ECTS
MODULE : DIGITAL & EVENTS -La révolution Numérique de 2020 -Stratégie social Média	1 ECTS
MODULE : EVENT & SPORT -Wedding Planner & Plateau TV thématique	2 ECTS
MODULE DEVELOPPEMENT PERSONNEL Travailler en équipe & Business Case	1,5 ECTS
<u>Classes from January to March 2022</u>	
MODULE : STRATEGIE DE MARQUE ET EVENEMENTS -Construire un plan de communication -Event & Data	1 ECTS
MODULE PRODUIRE UN EVENEMENT -Création événementielle, Scénographie - Règlementation & Event -Relations Presse appliquées à l' événementiel -Evénement hybride	3,5 ECTS
MODULE DIGITAL & EVENTS -Gamification -Phygital & Stratégie Omnicanale -Mobile Marketing	1,5 ECTS
MODULE ZOOMS SECTORIELS -Cinéma & Evénementiel -Santé & Evénementiel -Event & Corporate -Event & Politique - Event & Luxe -Event & Salon - Event & RSE+ Plateau TV thématique	8 ECTS

D' Avril à Décembre 2022: 30 ECTS – Stage de fin d' études & projets