

ONE-YEAR GRADUATE DIPLOMA IN  
“Communication and enhancement of the Cultural Mediterranean Heritage”  
Academic Year 2020/2021

*Notice of candidates' selection*

### **Art.1 - Institution of the graduate diploma**

In compliance with Rector's Decree no. \_\_\_\_ issued on \_\_\_\_, the University of Molise institutes the first Graduate Diploma in “*Communication and Enhancement of the Mediterranean Cultural Heritage*” in academic year 2020-2021. This Diploma has been established within the CUDIMHA Project - Curriculum Development: An Innovative Diploma in History and Archaeology, 598749-EPP-1-2018-1-IT-EPPKA2-CBHE-JP funded by the Erasmus+ Programme.

The Rector will grant a diploma certificate to all the candidates who will obtain positive assessment of their project work by the end of the academic programme and upon completion of 60 University Credits (ECTs).

The Scientific Manager and Director of the Diploma Course is prof. Giuliana Fiorentino. The Steering Committee, whose members have been appointed by the Academic Senate and are prof. Carlo Ebanista, prof. Fulvia Ciliberto and prof. Cecilia Ricci, will be chaired by the Director of the Diploma Course, prof. Giuliana Fiorentino, and will be responsible for cooperating and managing the programme's activities.

### **Art.2 - Aims and learning objectives**

This programme aims at providing the skills and knowledge to work in the management, mediatisation and enhancement of heritage to foster culture and tourism. Also this programme will provide students who are interested in heritage studies with the theoretical knowledge and practical experience they need to communicate and manage Heritage. With a widely interdisciplinary curriculum, prospective students will train to become professionals in the development and enhancement of tangible and intangible heritage, including tourist attractions and places of interest, by acquiring skills in management, communication and enhancement of an integrated cultural system, while also developing digital competences both in the private and public sector and at different levels.

### **Art.3 – Careers**

At the end of the programme, students will be equipped with the professional competences required to enter a diversity of fields:

- museums: conservation and management of services and technical staff, museum exhibitions with specific audiences (children, the elderly, people with disabilities);
- cultural organisations: planning and managing museum projects; curating, planning, arranging and staging shows and exhibitions; designing archaeological sites;
- Heritage-related public agencies and institutions: developing and organising museum projects; curating, planning, arranging and staging shows and exhibitions; designing archaeological sites;
- Public and private consultancy: audiovisual production; audio travel-guides production; video production, augmented reality, 3D reconstruction of cultural heritage;

- Public and private consultancy: heritage-based web writing, communicating cultural heritage through social networks, managing groups of tourists;
- Public and private consultancy: expanding the competences of tourist guides.

## **Art.4 – Duration and overview**

The Graduate Diploma in “*Communication and Enhancement of the Mediterranean Cultural Heritage*” lasts for one year and is articulated into 1500 hours’ study, corresponding to 60 University Credits (ECTs). Each credit is worth 25 hours’ independent study.

Start date: October 2020

Finish: by October 2021

The programme’s official languages are English and French.

## **Art. 5 – Syllabus**

Courses will be taught as follows:

### **1. E-learning – 240 hours**

Modules are organised as illustrated in the table below. With the exception of exams, training will occur online and independently throughout the first semester (from October to December 2020). Study will be totally managed by students who will download the handouts for each course, complete the assignments and sit a face-to face exam.

### **2. Lectures – 160 hours**

Modules are organised as illustrated in the table below. Lecturing will take place at University of Carthage (UCAR) in Tunis during the second semester (from March to June 2021) over a period of 14 weeks. The number of weekly teaching hours will be communicated at a later tie, and lectures will be scheduled from Monday to Saturday from 9.00 a.m. until 7.00 pm.

### **3. Independent Study – 850 hours**

This will be an in-depth study of the themes and topics taught during e-learning activities and lectures.

### **4. Project work and final report (7 ECTs for the project work and 3 ECTs for the final dissertation – 75 hours) – 250 hours in total.**

At the end of all the courses, students will be required to do a project work, agreed with one or more professors, on the basis of the topics covered during the programme, and write a final report on their experience. In the final report students will give a presentation and discuss their project work – in groups or individually. In case of group work, students will have to explicitly clarify their contribution in the project and the individual work each member will have carried out. The final written report (in English, French or Italian) will be assessed by a Panel of professors who will represent all the disciplines and teachings completed in the programme. Assessment will be out of 110 points according to the Italian system.

Students will be asked to sign a specific register to prove their attendance to lectures and face-to-face activities. E-learning activities will be automatically tracked on a platform upon login.

**Attendance is obligatory**, which implies participating in 80% of the total hours dedicated to lecturing and 10% for all the other activities. As mentioned before, lectures will be held at University of Carthage, Tunis, over a continuous period of 14 weeks. The University of Molise will issue a certificate of attendance at the end of the courses and activities carried out at the University of Carthage, Tunis.

The University of Molise will issue a graduate diploma certificate in “*Communication and Enhancement of the Mediterranean Cultural Heritage*” to all the students who will have met the attendance requirements and obtained a final evaluation of at least 66/110 points in their final

dissertation.

The Study plan is articulated into 11 learning modules with the following Academic fields and disciplines (the Italian SSDs) indicated for e-learning (30 ECTs) and lectures (20 ECTs).

### E-learning

No. of Units	Course	Module	Total hours	ECTs	Academic Fields and Disciplines – codes and descriptions (by the Italian Ministry of Education, University and Research)
1	<b>History and Archaeology</b>	History and Archaeology of the Mediterranean civilisations	48	2	L-ANT/03
		Mediterranean history, sites and monuments		2	L-ANT 07
		Collective cultures, identities and memories		2	L-ANT 08
2	<b>Linguistic competences and communication applied to heritage enhancement</b>	Foreign languages for heritage promotion	48	2	L-LIN 12
		Techniques for heritage communication		2	L-LIN 01
		Techniques for cultural mediation		2	L-LIN 01
3	<b>Heritage Legislations</b>	International Institutions (UNESCO, ICOMOS, ICROM...)	32	4	IUS-09
		Codes and legislations for Heritage and intellectual property			
4	<b>Digital competences</b>	Digital Communication Techniques. Digital Photogrammetry.	48	6	ICAR-17
		3D Infographics.			
		Gameframes.			
5	<b>Anthropology</b>	Principles of Cultural Anthropology: introduction to the main notions of ethnology and anthropology	32	4	M-DEA/01
		Principles of Anthropology of Cultural Heritage: processes of protection and promotion.			
6	<b>Cultural Management</b>	Cultural enterprises: management and marketing	32	4	SECS-P/8
		Analysing heritage-oriented competing markets			

### Lectures

No of units	Course	Module	Total hours	ECTs	Academic Fields and Disciplines – codes and descriptions (by the Italian Ministry of Education, University and Research)
1	<b>History and Archaeology</b>	History and Archaeology of the Tunisian civilisations	32	2	L-ANT/07
		Tunisian histories, sites and monuments		2	L-ANT/08

2	<b>Linguistic competences and communication applied to heritage enhancement</b>	Foreign languages for heritage promotion (English / French)	16	2	L-LIN 12
		Storytelling techniques	16	2	SPS-08
3	<b>Digital competences</b>	XR (Interactive and immersive techniques / the Ergonomics of Interfaces). Immersive tools.	16	4	ICAR-17
		The Interactive Museum	16		
4	<b>Anthropology</b>	Documentaries on Heritage – Research Methodology: Video-Documentation and Visual Anthropology: the issues and open questions of representing cultures; the documents of the Mediterranean Cultural Heritage	16	4	M-DEA/01
		Participatory processes and Design in Cultural Heritage	16		
5	<b>Management of cultural enterprises</b>	Corporate Culture and Cultural Project Planning	16	2	SECS-P/8
		Temporary exhibitions and cultural events. The spaces of Arts.	16	2	L-ART/03

Each university credit accounts for 25 hours of activities, which consist of 8 hours of lecturing or online teaching and 17 hours of independent learning.

## Art. 6 – Prospective students and requirements

Only a maximum of 20 students will be admitted. Prospective students will hold a Bachelor's Degree in one of the following fields or disciplines: the Humanities (History, Archaeology, Anthropology, Philosophy, Languages, Literature, Architecture, Geography, Arts, Cultural Heritage, Translation), Tourism, Management, Multimedia Studies, Design, Graphics, Communication, Economics. Candidates who obtained their degrees in Communication, Literature, Languages, Economics and Tourism according to the new Italian educational systems or before the Italian Ministry Decree no. 509/1999 will also be admitted. In case of equivalent degrees obtained in countries other than Italy, the Selection Panel will evaluate them, based on the documents submitted by each candidate and issued by the Italian Embassy or consular representation of the relevant country). If candidates do not hold their degree by the application deadline, their application will not be accepted.

The University will not activate the programme in case a minimum number of 5 eligible students is not reached.

## Art. 7 – Selection process and shortlisting

The selection process includes the assessment of applicants' qualifications, an interview and a supporting letter; and it will be carried out by a specific Panel with members appointed by the Director and co-Director of the programme, by decision of the Director of the Centre Unimol Management. The Panel will assign each candidate a maximum of 100 points based on the final grade they obtained for their Degree, according to the following table:

- a) Degree final grade (for Degrees obtained in Italy)
  - 110 magna cum laude      20 points

110	19 points
109	18 points
108	17 points
107	16 points
106	15 points
105	14 points
104	13 points
103	12 points
102	11 points
101	10 points
100	9 points
from 97 to 99	8 points
from 94 to 96	7 points
from 91 to 93	6 points
from 87 to 90	5 points
from 83 to 86	4 points
from 79 to 82	3 points
from 75 to 78	2 points
from 66 to 74	1 point

As for degrees obtained from foreign universities, the Panel will outline a specific conversion grid to assess them and duly assign the equivalent points.

- b) certificates of specialisation and professional training related the programme's fields and disciplines, other than those required for admission to the selection process, including a Master's Degree, or other Bachelor's Degrees: a maximum of 10 points;
- c) Final dissertation and publications related to the programme's disciplines and fields: up to a maximum of 10 points;
- d) *curriculum vitae* with a focus on relevant professional experience with regards to the programme's disciplines and fields: up to a maximum of 28 points;
- e) *supporting letter* up to 2 points;
- f) interview on the candidates' reasons to apply and assessment of the relevant competences to the programme's fields and disciplines, as well as evaluation of language knowledge (French and English): up to a maximum of 30 points.

All the candidates who will get a minimum result of 15/70 from the evaluation of the qualifications indicated in points a), b), C), d) and e) will be admitted to the interview.

The interview will be in Italian (candidates may also choose to do it in French or English) and knowledge of French and English will also be verified.

The date, time and place of the interview with the list of the admitted candidates will be published on the university website ([www.unimol.it](http://www.unimol.it)) within 8 days from the selection deadline. No other messages will be sent to the applicants.

Interviews will be scheduled after 2 working days from publication of the first notice.

After evaluation, the Panel will outline a shortlist of candidates, based on their final result and the total points obtained by each candidate who will have met the minimum requirement of 15/70 points.

In case the final result is the same for two candidates, priority will be granted to the younger candidate.

All the candidates who will have obtained a minimum total score of 30/100 will pass the selection process. In case more than 20 candidates pass the selection process and in the event of one or more of them renouncing to participate and enrol in the programme, other candidates shortlisted in the lower ranks and who have passed the selection will be contacted to enrol and participate so that the maximum number of participants (please refer to art.6) is reached. This option will be available for a

limited period of time and will expire when 20% of the activities, including lectures, practical training and laboratories, will have been completed.

### **Art. 8 - Incompatibility**

In accordance with art. 142 of the Italian law T.U. 1592/33 it is forbidden for individuals to be enrolled on multiple university courses at the same time. Any Italian or foreign individual wishing to enrol in the programme advertised in this notice will be required to declare in the application form that they are not enrolled in the current academic year on any other diploma, PhD, Bachelor's or Master's degree courses or any other kind of university programme. In case an individual who has already enrolled on another university course is willing to apply, they may choose to suspend their participation into the previous course for the whole duration of the Diploma course, provided that this option is available in the University where the course is held and as long as all the University rules are followed.

### **Art. 9 – Application procedure and deadline**

The application form can be submitted in Italian, French or English and will have to be signed by the applicant in person. Please use the form attached to this notice only, which can also be downloaded from the University website [www.unimol.it](http://www.unimol.it) (<http://www.unimol.it/?p=67021>). The application form shall be sent to the Director of the Centre Unimol Management and it will have to reach the Centre by 12.00 noon of the 10<sup>th</sup> of September 2020, by one of the following ways:

- by post (the date on the postmark will be considered as proof) sent to the “Direttore del Centro Unimol Management Università degli Studi del Molise – via F. De Sanctis snc – 86100 Campobasso”.

OR

- by Certified e-mail (Italian PEC – Posta Elettronica Certificata) sent to [amministrazione@cert.unimol.it](mailto:amministrazione@cert.unimol.it) (in accordance with art. 16 clause 6 of Italian Decree Law no. 185/08 later converted into Italian Law no. 2 on 28 January 2009).

The envelope or, in case of certified email, the object of the e-mail should clearly display the following wording: *Domanda di partecipazione alla I edizione del Master Universitario di I livello in “Comunicazione e valorizzazione del patrimonio culturale mediterraneo, anno accademico 2020-2021”*.

Please send your application through one of the two official ways mentioned above.

However, it is also possible to send a preview of the official application documents via normal email to the following email address: [mastercudimha@unimol.it](mailto:mastercudimha@unimol.it) . Please note that this will not substitute in any way the official application documents which will have to be sent in any case by one of the two methods mentioned above and received by the 10<sup>th</sup> of September 2020.

The following documents shall be attached to the application form:

- 1) *Curriculum Vitae*, duly signed, detailing the candidate's training, research and work experience as well as any other activity which could be useful for the selection purposes;
- 2) A photocopy of a valid identification document;
- 3) A supporting letter;
- 4) A Bachelor's degree certificate with final grade.

## **Art. 10 – Grants for Mobility**

The first 5 eligible students in the shortlist will be awarded with a grant for mobility by the University of Molise, funded by the CUDIMHA Project. The funds are intended to cover for travel and boarding expenses up to a maximum amount of 4.085,00 euros per person during the students' 90-days' stay in Tunisia.

**The other selected students will have to cover for travel and boarding expenses in Tunisia on their means.**

## **Art. 11 Enrolment procedure and deadline**

Enrolment is free, apart from the payment of 140,00 euros for the Regional Tax of the Right to Education.

**All the students are required to stipulate a travel insurance which will cover, if need be, for the repatriation costs for health issues, and for urgent healthcare and/or emergency hospitalization. The insurance will have to be paid on personal means and a valid copy of it shall be provided to the University of Molise.**

In order to complete the enrolment procedure, the selected candidates will be required to enrol within 8 days from the publication of the shortlist, by sending a payment receipt for the Regional Tax for the Right to Education of 140,00 euros to the Centre Unimol Management via email : [unimolmanagement@unimol.it](mailto:unimolmanagement@unimol.it) . Please use the following payment details:

**Institution name:** Poste Italiane

**account number:** 67971630

**reason for payment:** *Tassa per il Diritto allo Studio Universitario- Master in “Comunicazione e valorizzazione del patrimonio culturale mediterraneo” – Servizio Tesoreria codice 00425.*

At the beginning of the programme, the students will be contacted to start the enrolment procedure.

## **Art. 12 – Personal data Trattamento dei dati personali**

The personal data acquired for the aims stated in this notice will mostly be processed digitally and only for the purposes of this selection procedure. They will be reported and stored by the relevant department, in compliance with the EU Regulation 2016/679 on the protection of natural persons with regard to the processing of personal data, for no longer than is necessary for the purposes of the administrative procedures related to this selection and in compliance with the current rules and regulations on data archiving.

For the purpose of this selection process, it is compulsory to give and collect data and, in case of personal data, their collection will be carried out in compliance with the current legislation. The data collected and archived with regard to this administrative procedure shall be reported to other relevant offices and departments of the University of Molise or to other subjects only limited to the data that are necessary in relation to their purposes and in compliance with the current regulations.

The legal controller is the Rector, to whom the data subjects shall refer in case they are willing to enforce their rights listed in the EU Regulation mentioned above from art. 15 on. The University's data protection supervisor is dr. Vincenzo Lucchese.

## **Art. 13 – Administrative Manager**

The Administrative Manager for this process is dr. Michele Lauriola.

## **Art. 14 – Notice and dissemination**

This announcement has also been published online on the following website: <http://www.unimol.it>

**FOR FURTHER INFORMATION:**

**Scientific Reference**

prof. Giuliana Fiorentino – Università degli Studi del Molise  
e-mail: [giuliana.fiorentino@unimol.it](mailto:giuliana.fiorentino@unimol.it)

**Administrative Supervisor in accordance with Italian Law no. 241/90**

dr. Michele Lauriola  
e-mail: [michele.lauriola@unimol.it](mailto:michele.lauriola@unimol.it)

**Administrative Registry for the Diploma course**

Centro Unimol Management  
via F. De Sanctis – 86100 Campobasso  
e-mail: [unimolmanagement@unimol.it](mailto:unimolmanagement@unimol.it)

Campobasso, 2<sup>nd</sup> July 2020

**The Director of Centre Unimol Management**  
*signed by Prof. Ruggiero Dipace*