

ROME  
CITY  
INSTITUTE



## BACHELOR DEGREE IN INNOVATIVE DIGITAL COMMUNICATIONS



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## OUR CURRICULUM

### FIRST YEAR

- Information Technologies
- Sociology of Media and Communication
- Visual and Digital Media Culture
- Visual Anthropology
- Digital media Law
- Public Speaking
- Psychology of Innovation
- Contemporary History and Media History

### SECOND YEAR

- Media and Religion
- Interactive Storytelling
- Interactive Storytelling
- Corporate and Institutional Communication
- Digital Economy and Marketing
- Internet Studies
- Digital Social Research

### THIRD YEAR

- Digital Media Design
- Social Media Management
- Introduction to artificial intelligence
- Entrepreneurship and Innovation
- Writing for Digital Media
- Other Language Skills
- Elective modules
- Elective skills
- Stage
- Final Dissertation

## PROGRAM LEARNING OUTCOMES

The degree program in Innovative technologies for digital communication enables students to acquire the theoretical and practical knowledge needed to design interactive solutions for different application areas. In a society where people interact through an increasing number of different digital applications and technologies, it is necessary to provide services that put the needs of those who will use them at the center, in order to offer a truly useful and innovative service.

- Ability to analyse communication systems by applying knowledge of the main techniques of social research and data analysis
- Ability to interpret communication and organisational processes in the psychological, semiotic-linguistic and ethno-anthropological fields
- Ability to exercise the knowledge necessary to operate in the field of both traditional and new generation technologies, with particular reference to multimedia
- Ability to plan, organise and coordinate structures, fairs, events and/or resources related to the valorisation of the goods and consumption of the vast cultural heritage of our country

## CAREER PATHS

- Innovation Strategist
- User Experience Designer
- Social Media Manager
- Digital Marketing Specialist
- Interaction Designer
- Graphic Designer
- Web e Mobile Designer
- Project Manager of innovative projects