



THE RECTOR

- Given** the Statute of the University of Modena and Reggio Emilia published by Rector's Decree No. 3 of 6 February 2012, Prot. 1788 of 6 February 2012, published in the Official Gazette of the Italian Republic No. 45 of 23 February 2012;
- Given** the University Teaching Regulations issued by R.D. of 2 July 2015, 261 and subsequently amended by R.D. of 14.09.2018, no. 499 and R.D. of 10.07.2018, no. 350;
- Given** Law No. 241 of 7 August 1990, "New Rules on Administrative Proceedings and the Right of access to administrative documents" as amended and supplemented;
- Given** Law no. 341 of 19.11.1990 "Reform of the university education system";
- Given** Law No. 264 of 2 August 1999, "Rules on access to university courses", in particular Article 2, which provides, inter alia, the possibility for universities to plan access at local level;
- Given** the Ministerial Decrees of 4 August 2000, 28 November 2000 and 16 March 2007, which determined and redefined the university degree classes and the specialisation/master's degree classes, respectively;
- Given** the Ministerial Decree no. 270 of 22 October 2004 "Amendments to the Regulation containing rules concerning the teaching autonomy of universities, approved by M.I.U.R. Decree no. 509 of 3 November 1999";
- Given** Law No. 240 of 30.12.2010, "Regulations on the organisation of universities, academic staff and recruitment, as well as delegation to the Government to boost the quality and efficiency of the university system";
- Given** the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data;
- Given** the Ministerial Decree no. 1154 of 14 October 2021 "Decree on the self-assessment, evaluation, initial and periodic accreditation of campuses and degree programme
- Given** the resolution of the Academic Senate of 11 February 2025 on the planning of access to degree programmes for the academic year 2025/2026, in which for the Digital Marketing degree programme the maximum number of students enrolling in the first year is set at **100**;
- Given** the note approving the call for applications for admission to the 1st year of the degree programme in Digital Marketing, sent by the Chair of the Degree Programme, Professor Silvia Grappi on 11 April 2025

HEREBY DECREES AS FOLLOWS (sole article)

The approval and publication of the Call for Applications for admission to the 1st year of the three-year degree programme in Digital Marketing for the academic year 2025/2026 attached to this Decree, of which it forms an integral and substantial part.

Modena, 14 April 2025

The Rector
Professor Carlo Adolfo Porro



UNIMORE

UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

SOCIAL SCIENCES AND HUMANITIES

Department of Communication and Economics

Call for Applications for the Master's Degree Programme with limited admission in

DIGITAL MARKETING

(class L-18)

REGGIO EMILIA Campus
Academic Year 2025/2026

DEADLINES

	1ST SELECTION	2ND SELECTION
TOLC-E test deadlines	by 18 June 2025	by 6 August 2025
Registration for the selection	by 20 June 2025 at 1 p.m.	from 23 June to 8 August 2025 at 1 p.m.
Payment of Unimore fees	by 20 June 2025	from 23 June to 8 August 2025
Publication of the list of admitted applicants	by 27 June 2025	by 2 September 2025
Enrolment and payment of first instalment	8 to 18 July 2025	2 to 12 September 2025
Online application in case of second-round selection	8 to 18 July 2025	2 to 12 September 2025
Publication of admitted applicants after the first second-round selection	by 24 July 2025	by 22 September 2025
Enrolment of the admitted applicants after the second-round selection and payment of 1st instalment	by 31 July 2025	22 to 26 September 2025
Next rounds of the ranking	Not envisaged	6 - 10 October 2025 20 - 24 October 2025 3 - 7 November 2025 17 - 21 November 2025
Final closing date of the selection	31 July 2025	21 November 2025

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INTRODUCTION

The Degree Programme in Digital Marketing has a limited number of places available. An online procedure, hereinafter referred to as SELECTION, must be completed to access the FIRST YEAR of the programme. There will be **two separate selection processes**: it is important to carefully check the dates and deadlines for each one..

Those wishing to enrol in the first year, including those transferring from another UNIMORE programme or from another university, must follow the procedures set out in this call for applications.

The degree programme lasts three years. Further information can be found on the website of the Department of Communication and Economics www.dce.unimore.it.

1. Places available

For the academic year 2025/2026, **100** places are available for admission to the first year, broken down as follows:

	Places reserved for Italian, EU and non-EU citizens legally residing in Italy
1ST SELECTION	80
2ND SELECTION	20 + remaining vacancies from the first selection

In the event that the positions are NOT entirely filled with the two selections of the present call, an **extraordinary selection** will be activated and notice will be given in the online notice board of Unimore <https://wss.unimore.it/public/albo> (look for the type: "Calls and Notices" and the "Students" section) and on the pages <https://www.unimore.it/it/didattica/corsi-di-studio/digital-marketing>. These places will be made available **exclusively** to applicants who have taken the TOLC-E test. Applicants are therefore invited to check the links provided regularly over the coming months.

IMPORTANT!

If you are an Italian citizen over 18 years of age or have a valid Italian document, you only need to register with **SPID**. For further information on how to get a SPID, please visit the website <https://www.spid.gov.it/cittadini/> and see the FAQ available on <https://www.spid.gov.it/domande-frequenti/>

2. What to do to take part in the selection

In order to participate in the selection and enter the ranking list, applicants must:

- **have taken the TOLC-E (Economics)**, the test organised and administered by CISIA, by the deadlines indicated in the table. Pay attention to the deadline for registering for the TOLC-E. CISIA sets a deadline of 6/7 days before the date of each test. A **EUR 35.00 (thirty-five)** fee is required in accordance with the terms and conditions published on the Cisia portal (www.cisiaonline.it). The following pages contain useful information on how to [register for the TOLC](#) and [what to do on the day of the TOLC](#).
- **Register online for the selection process at UNIMORE** on the website www.esse3.unimore.it **by the deadlines indicated in the table**. You can register for the selection process even before taking the TOLC-E test.
- **pay the UNIMORE fee of EUR 25.00 (twenty-five), non-refundable, by the deadlines indicated in the table**.

	DEADLINE TOLC-E SUPPORT	REGISTRATION DEADLINE FOR THE UNIMORE SELECTION PROCESS	PAYMENT DEADLINE OF THE UNIMORE FEE OF EUR 25
1ST SELECTION	by 18 June 2025	by 20 June 2025 1 p.m.	by 20 June 2025
2ND SELECTION	by 6 August 2025	from 23 June to 8 August 2025 at 1 p.m.	from 23 June to 8 August 2025

3. WHAT IS THE TOLC-E: test features

The TOLC-E is a computerised guidance and assessment test designed to ascertain aptitude and preparation for studies in the Economics Area. It is administered on the computerised platform managed by the Interuniversity Consortium for Integrated Access Systems (CISIA). This is an individual test, different for each participant, consisting of questions selected automatically and randomly from the CISIA TOLC-E database using software; all TOLC-E tests, whether generated automatically or selected from predetermined batteries, are of similar or comparable difficulty and come from the same CISIA database. The CISIA TOLC-E database, containing the questions used to conduct the test, is protected and validated by scientific committees established by CISIA.

The TOLC-E is offered in several universities. You can find all participating locations at the link <http://tolc.cisiaonline.it/calendario.php>.

Registration for the TOLC-E is done through the website www.cisiaonline.it, where further information on the organisation of the test is available and where you can take a **practice test**.

The CISIA Online Test (TOLC-E Economics) consists of 36 questions divided into 3 sections:

Subject	No. of questions	Time (in minutes)
LOGICS	13	30'
VERBAL COMPREHENSION	10	30'
MATHEMATICS	13	30'
TOTAL	36	90'

The test results are communicated immediately, as CISIA issues a certificate showing the scores obtained in each section of the test. In the case of TOLC@CASA, the certificate is issued 48 hours after the test has been taken.

The result of each individual test is determined by the number of correct, incorrect and unanswered responses, which determine an absolute score, derived from:

- **1 point** for each correct answer
- **0 points** for each answer not given
- **penalty of 0.25 points** for each incorrect answer.

The test also includes an **English language** section consisting of 30 questions, which takes an additional 15 minutes: the score for the English language section does NOT affect the outcome of the test and will not be counted for the purposes of the ranking.

The TOLC-E can be taken at any university participating in the CISIA, either before or after enrolment in the selection process, and in any case within the deadlines indicated in the table above. For the purposes of this call for applications, the TOLC-E taken from January 2024 onwards is valid.

You can retake the TOLC-E, but no more than once per calendar month.. **If the test has been repeated several times, the best total score achieved and the partial scores associated with it are considered.** In the event of a tie, the TOLC-E with the highest score in the Mathematics section will be considered; in the event of a further tie, the TOLC-E with the highest score in the Logic section will be considered; in the event of a further tie, the TOLC-E with the highest score in the verbal Comprehension section will be considered..

English TOLC-E is not valid for the purposes of this selection.

4. Students with disabilities or specific learning disorders

Applicants with disabilities or specific learning disorders (DSA), pursuant to Framework Law No. 17 of 28 January 1999, supplementing and amending Law No. 104 of 5 February 1992, and pursuant to Law No. 170 of 8 October 2010, 170 of 8 October 2010, may make an explicit request, in relation to their needs, for aids, compensatory measures, and any additional time to take the TOLC-E. Please note that these conditions must be certified by a medical certificate issued by the competent health authorities. Students with specific learning difficulties are those diagnosed with dyslexia, dysgraphia, dyscalculia or dysorthography. Such conditions must be certified by a specific clinical certificate issued no more than three years prior by the National Health Service or by specialists and facilities accredited by it. People with disabilities or specific learning difficulties must tick this option when registering for the TEST area of the CISIA portal. In the registration confirmation email, they will find a link that will direct them to a form where they can specify the location where they wish to take the TOLC, the type of disability or SLD, the types of support required, and an area where they can upload the necessary documents. This documentation will be sent to the competent office of the university chosen to hold the test.

For the University of Modena and Reggio Emilia, the relevant office is the Disability and DSA Support Service

- via Vignolese 671 - 41125 MODENA
 - website www.asd.unimore.it
 - tel. 059 2058311 email disabilita@unimore.it
- The office opening hours are available at the link <https://www.unimore.it/it/servizi/segreteria-e-uffici-studenti>

Based on the documentation received, the Rector's Delegates for Disability and SLDs, in consultation with the selection committee, will decide on the compensatory measures to be provided and the additional time to be granted for the test.

5. How to register for TOLC-E

Holders of Italian or foreign qualifications must visit the CISIA website (www.cisiaonline.it), select TOLC-E and proceed with registration, which costs €35.00 throughout Italy. The TOLC-E can be taken at any CISIA-accredited centre: the locations and test dates are available on the CISIA website www.cisiaonline.it. **As a rule, registration and payment of the CISIA fee are required a few days before the date of the TOLC (at least 6 days)**; therefore, please consult the CISIA website to check the deadlines.

It is possible to retake the TOLC-E, but no more than once per calendar month, by making a new payment of the required amount and re-registering for the test.

We recommend that you carefully read the TOLC Guide available at the link <http://www.cisiaonline.it/area-tematica-tolc-cisia/home-tolc-generale/> to avoid procedural errors that cannot be remedied.

CISIA has adopted different forms of administering the TOLC-E, but all the types used guarantee a similar difficulty: TOLC@UNI at university sites, TOLC@CASA at home. **Both TOLC@CASA and TOLC@UNI carried out at any CISIA member university are considered valid for the purposes of this selection.**

All available CISIA dates throughout the country can be found at <https://tolc.cisiaonline.it/calendario.php?tolc=economia>.

6. Register for selection at Unimore

	UNIMORE ENROLMENT	UNIMORE PAYMENT
1ST SELECTION	by 20 June 2025 1 p.m.	by 20 June 2025
2ND SELECTION	from 23 June to 8 August 2025 at 1 p.m.	from 23 June to 8 August 2025

Those who hold an Italian or foreign qualification and intend to apply for access to the 1st year of the degree programme in Digital Marketing at the University of Modena and Reggio Emilia, **in addition to taking the TOLC-E as described above, must necessarily register for selection** at UNIMORE on the website www.esse3.unimore.it and pay the 25 euro non-refundable fee as follows:

1. **Go to the website www.esse3.unimore.it** and select "Registration". Fill in all fields required. If the registration is done correctly, a username and password (personal credentials of UNIMORE) will be displayed on the screen. The credentials obtained following registration must be kept to access other Unimore services (e.g. to use Unimore WiFi or App). If you already have Unimore credentials you can login to the website.
2. Log in and enter your personal credentials to access your personal Esse3 page. **Select 'Admission'** from the menu on the right and choose the course in Digital Marketing from the list. It will be necessary to indicate whether the upper secondary school diploma was obtained or not, only in the

first case the following data will be requested: type of diploma, grade, institute, year of attainment. See the note below for qualifications obtained abroad.

When completing the application form, applicants must also indicate whether they hold a language proficiency certificate in English at least at level A2 of the Common European Framework of Reference for Languages, issued by certification bodies recognised by the governments of countries where English is an official language, as referred to in Article 2 of the Ministerial Decree of 7 March 2012 <http://www.miur.gov.it/enti-certificatori-lingue-straniere>. You must declare the qualification you hold that is being assessed, indicating the 'Type of Language Certification' and specifying the level you have achieved (A2, B1, B2, C1 or C2) in the 'Qualification' field. **The certification must be included and attached to the application form using the appropriate online procedure, otherwise the application will not be considered.**

The application is submitted in a 'non-final' state and will only be considered effectively submitted **when explicitly confirmed**. Only applications confirmed by 1 p.m. on 20 June 2025 (for the first selection) and by 1 p.m. on 8 August 2025 (for the second selection) will be considered. If you need to reopen your application to correct your details or attach the certification, you can send an email to segrstud.comunicazione.economia@unimore.it, no later than the deadlines indicated above.

3. **Pay the €25.00 fee by the deadline indicated in the table, or risk BEING EXCLUDED from the ranking.** At the end of the online registration procedure, go to 'Taxes (Fees)'. Payment can only be made through the pagoPA system. Payment methods are indicated on <https://www.unimore.it/en/education/enrolment-and-admission/paying-university-tuition-fees> **This contribution is non-refundable.**

IMPORTANT:

Payments made **after the deadlines indicated in the table** are not valid for inclusion in the ranking. Please note that for the University, the date of payment indicated on the telematic payment receipt (PR) shall be considered the date of payment. Payments whose date on the payment receipt (PR) is later than the deadline will not be considered valid for inclusion in the ranking list. **WARNING** According to AgID (Digital Italy Agency) instructions, the payment could be made by the payment service provider (PSP) on the day following the payer's request, thus precluding the inclusion in the ranking.

4. **Check** on their personal Esse3 page, under the "Taxes" (Fees) section, **that the payment has been received**. If the payment is not posted on the esse3 website **AFTER 2 WORKING DAYS since the payment date**, applicants **shall immediately** submit the payment receipt to the Registrar's Office at the address via Università, 15 - Modena, by going to the office or sending a copy via email to segrstud.comunicazione.economia@unimore.it attaching a valid ID.
5. **Carefully check** the content of the application-receipt issued by esse3, in **particular personal data and tax code**, as well as high school of origin and grade. It is important that the personal details provided are exactly the same as those in the CISIA database in order to correctly match the TOLC-E results.

To check whether your TOLC result has been acquired by UNIMORE, go to <https://wss.unimore.it/private/tolc> and enter your credentials. **WARNING The result of the TOLC should not be entered in esse3 during the online application procedure but will only be visible if the registration for selection at Unimore has been correctly carried out (on www.esse3.unimore.it) according to the following timetable:**

- the day after the TOLC was taken if the test was taken in person;
- from the third day following the day the test was taken if it was done as TOLC@CASA.

WARNING Remember that each entry is valid for only one selection. If you want to participate in the next selection you have to repeat the registration and pay the EUR 25.00 fee again.

Notes in the case of a qualification obtained abroad

If you have any difficulties entering your foreign qualification data in Esse3, please contact the Registrar's Office by sending an e-mail to segrstud.comunicazione.economia@unimore.it

In order to verify whether the study documentation is complete and sufficient for future enrolment, we recommend that you have it assessed in advance by the Registrar's Office, Viale Allegri n.15 – Reggio Emilia (opening hours available at the link <https://www.unimore.it/it/servizi/segreteria-e-uffici-studenti>). If the application is incomplete, admission to the selection process will be "conditional" and enrolment will only be possible if the necessary documentation is provided within the specified time frame.

For the assessment of educational qualifications, please remember to show:

- a. a valid ID
- b. tax code
- c. the valid residence permit or the receipt for its renewal (for non-EU residents)
- d. the foreign qualification, accompanied by a translation, legalisation and declaration of value of the competent Italian Diplomatic or Consular Representation in the country in which the qualification was obtained.

For more information, please visit the website paragraph 8.2 of this call for applications.

Please note: Holders of a foreign qualification must register themselves on the CISIA portal www.cisiaonline.it in order to take the TOLC-E test at the university of your choice.

7. RANKING LIST - Selection board

A merit list is drawn up for each selection. The ranking in the first selection is not relevant for the second ranking. Each selection is independent.

	PUBLICATION OF RANKING LIST
1ST SELECTION	by 27 June 2025
2ND SELECTION	by 2 September 2025

The general ranking list is published on the Unimore online notice board <https://wss.unimore.it/public/albo>. The ranking list with partial scores will be published on the website <https://www.unimore.it/it/didattica/corsi-di-studio/digital-marketing>. In the latter case, it can be viewed by means of restricted access using the credentials issued upon registration.

The ranking will be formulated on the basis of the scores achieved in the TOLC-E.

When registering for the admission test, if the participant has attached a certificate of English language proficiency of at least level A2 of the 'Common European Framework of Reference for Languages' (issued exclusively by certification bodies recognised by the governments of countries where English is an official language as referred to in Article 2 of the Ministerial Decree of 7 March 2012 and subsequent amendments published on the MIUR website and in force at the time of registration closing <http://www.miur.gov.it/enti-certificatori-lingue-straniere>, provided that they demonstrate full compliance with the aforementioned CEFR as required by Article 3 of the aforementioned decree), the Commission will award an additional score corresponding to the level achieved. In accordance with Article 4 of the aforementioned decree, the Master's Degree in English is considered to correspond to level C1 of the CEFR. Any other certification, attestation, proof of eligibility or passing of exams issued by Italian or foreign universities or other institutions will not be taken into consideration. If multiple certifications are held, the highest-level certification prevails, as scores cannot be added together.

If the TOLC-E test has been repeated several times, the best total score achieved and the partial scores associated with it will be considered. In the event of a tie, the TOLC-E will be taken into account according to the rules already indicated in section 3 of this call for applications.

The overall score is thus composed as follows:

TESTS and certificates useful for the preparation of the ranking list	WEIGHT
TOLC-E TEST	POINTS 36 (maximum value)
ENGLISH LANGUAGE CERTIFICATION	
Level A 2	POINTS 0.5
Level B 1	POINTS 1
Level B 2	POINTS 2
Level C 1	POINTS 3
Level C 2	POINTS 4

Tie ranking

In the event of a tie in total points between participants, preference will be given to those who:

- have the highest mark in the Mathematics section;
- have the highest mark in the Logic section;
- have the highest marks in the Verbal Comprehension section;
- are of a younger age.

OFA - Anyone scoring less than 7 in the Mathematics section is assigned an Additional Learning Requirement (OFA) that must be completed by 30 September 2026. If, on 30 September 2026, the OFA has not been achieved, the first year will be repeated.

The **Selection board** appointed by the Department of Communication and Economics is composed of Professors Silvia Grappi, Giovanna Galli, and Paolo Di Toma.

8. Enrolment procedure (degree programme) for EU and non-EU successful applicants

	ENROLMENT AND PAYMENT DEADLINE first instalment for successful applicants
1ST SELECTION	8 to 18 July 2025
2ND SELECTION	2 to 12 September 2025

To enrol, you must have obtained a **secondary school diploma** issued by Italian educational institutions or another qualification obtained abroad that is recognised as equivalent under the circular issued by the Ministry of University and Research, which can be consulted at the link <http://www.studiare-in-italia.it/studenti stranieri>.

If you are a successful applicant in a specific selection process, you must enrol and pay the first instalment of fees by the deadline specified for that selection process.

The enrolment procedure **differs based on the study qualification of the applicant.**

- 1) **Holders of an Italian qualification** are entitled to enrolment, which must be completed entirely online **by the deadlines indicated in the table**, by visiting the website www.esse3.unimore.it in section 'Enrolment' in accordance with the procedures described in the 'Online Enrolment' guide available at <https://www.unimore.it/servizistudenti/guideesse3.html>

Before starting the procedure, make sure you have the following documents available in an electronic format:

- Passport photo;
- Double-sided copy of a valid ID;
- Copy of residence permit (for non-EU residents);

The enrolment procedure is made of two steps:

- a) filling in the online enrolment application: using SPID or the User Name and password assigned during registration, access the Reserved Area of the website to confirm the data already entered for the submission of the application (www.esse3.unimore.it after logging in, click on 'Enrolment').
- b) **payment of the first instalment of tuition fees:** After completing the enrolment application, go to www.esse3.unimore.it: once logged in, go to 'Taxes' (Fees) to view the amounts due and make the payment via the pagoPA system <https://www.unimore.it/it/didattica/immatricolazioni-e-iscrizioni/pagamenti> **by the dates indicated in the table above**, otherwise you will be excluded.

PLEASE NOTE:

the date of PAYMENT shown on the telematic payment receipt (PR) shall be considered the date of payment.

Regardless of the reasons given, payments made after 18 July 2025 (for the first selection) or 12 September 2025 (for the second selection) will not be considered valid for enrolment purposes.

Please note According to AgID (Agency for Digital Italy) instructions, the payment could be made by the payment service provider on the day following the payer's request, thus precluding the enrolment.

Filling in the enrolment application and paying the first fee instalment only lead to a conditional enrolment that will become final only after the checks by the offices in charge have been carried out successfully. If there are any elements to be verified with regard to the application submitted, you will receive an email at your personal address asking you to update your position. The enrolment is final 15 days following the payment date if no email is received.

- 2) **Holders of a foreign qualification** are entitled to enrolment, which must be completed by **18 July 2025** (1st selection) and **12 September 2025** (2nd selection) by going to the Registrar's Office, Viale Allegri no. 15 in Reggio Emilia or by sending an email to segrstud.comunicazione.economia@unimore.it. The opening hours of the help desks can be found at the link <http://www.unimore.it/servizistudenti/segreteriestudenti.html>.

You must be in possession of the following documentation:

- Final original diploma (or certified copy) of high school studies, translated and legalised, achieved with at least 12 years of schooling;
- Declaration of value of high school diploma, issued by the Italian Embassy/Consulate of the country in which the qualification was obtained, or alternatively documentation issued by CIMEA - <https://www.cimea.it/> - concerning the high school diploma obtained (more information on the website www.cimea.it/it/servizi/attestati-di-comparabilita-e-certificazione-dei-titoli/attestati-di-comparabilita-e-di-verifica-dei-titoli-diplome.aspx), in particular:
 - a) certificate of Correspondence can be downloaded directly from the 'Ardi' platform on the website <https://ardi.cimea.it/it> (for countries that have signed the Lisbon Convention) or, if the country where the qualification was obtained is not included in the list on the 'Ardi' platform, a comparability certificate to be requested from Cimea by registering on the website <https://cimea.diplo-me.eu/cimea/#/auth/login>. Please note: CIMEA does not issue the Certificate of Comparability if the Certificate of Correspondence is available
 - b) Verification certificate to be requested from CIMEA by registering on the website <https://cimea.diplo-me.eu/cimea/#/auth/login> a copy of the residence permit or, alternatively, a copy of the receipt, issued by the post office, certifying that the permit application has been submitted;
- valid ID;
- passport photo.

Once the Registrar's Office has verified that the documentation is correct and complete, it will make the enrolment fees available in Esse3, on the student's personal page under 'Taxes' (Fees), **to be paid through the pagoPA system** by the deadlines indicated in the table above, otherwise the student will be excluded

(see the note in the previous point).

Applicants entitled to enrolment who do not complete the above-mentioned operations **by the deadline for the selection in which they were successful** (or, in the event of recovery of places, by the dates indicated in the following paragraphs) will be considered to have withdrawn and the places made available will be made available to successful applicants, according to the order of the ranking list.

9. Second-round application – Assigning places left vacant

	1ST SELECTION	2ND SELECTION
Second-round application	8 to 18 July 2025	2 to 12 September 2025
Publication of list of applicants admitted after the second-round selection	By 24 July 2025	By 22 September 2025
Enrolment of applicants admitted after the 1st second-round selection and payment of the 1st instalment	By 31 July 2025	By 26 September 2025
Next rounds of the ranking	not envisaged	6 - 10 October 2025 20 - 24 October 2025 3 - 7 November 2025 17 - 21 November 2025
Final closing date of the selection	31 July 2025	21 November 2025

In the first selection there is only 1 second-round selection. In the second selection, more second-round selections are envisaged until the entire ranking list is filled, but no later than 21 November 2025.

Following the order of the merit list the seat recovery procedure allows for the admission of a number of applicants equal to the number of unfilled seats after enrolment, including those that became available during the enrolment procedure due to a change of degree programme, outgoing transfers, withdrawal of students enrolled in the current academic year.

The procedure consists of two stages:

1) Application for second-round selection

To participate in the second-round selection process, all applicants ranked after the last of the successful applicants, regardless of their position, must apply online for the second-round selection **by 18 July 2025** (for the first selection) and **by 12 September 2025** (for the second selection) if they wish to enrol. So you will need to:

- log on to www.esse3.unimore.it and log in to your personal page,
- express your interest in applying for the second-round selection by choosing 'Admission' in the left-hand menu, and then clicking on '*Presenta domanda*' (Apply) next to the degree programme you are interested in.

The guide is available at the link <https://www.unimore.it/en/services/guides-online-procedures>

IMPORTANT!

Applicants who do not apply for the second-round selection in accordance with the above procedures will be excluded from the ranking list and will NOT have any chance of being admitted to any of the places available in any of the subsequent allocation phases within the selection they participated in. The application for the second-round selection must be submitted for each selection only once within the above-mentioned deadlines, and is considered valid for all subsequent vacancy assignment phases.

2) Assigning places left vacant

Admission only follows the order of the ranking list.

Anyone who does not enrol by the deadlines indicated below and in the table will be considered to have tacitly withdrawn, regardless of the justifying reasons. They will lose their position in the ranking and eligibility for enrolling.

The publication on the website <https://www.unimore.it/it/didattica/corsi-di-studio/digital-marketing> of applicants who have been assigned the vacant places is the sole means of legal notification. No personal communication will be provided.

The places that may remain available following the non-enrolment of admitted applicants are at the disposal of those excluded from the selection process and who have applied for the second-round selection and will be made available exclusively by means of a notice published on <https://www.unimore.it/it/didattica/corsi-di-studio/digital-marketing> on the following days:

- 1st selection: by 24 July 2025.
- 2nd selection by 22 September 2025

The list of admitted applicants, revised according to the ranking order and the applications for the second-round selection submitted, will be published:

- 1st selection: by 24 July 2025.
- 2nd selection by 22 September 2025

The ranking list will be published at <https://www.unimore.it/it/didattica/corsi-di-studio/digital-marketing> and can be viewed by means of restricted access using the credentials generated by the Esse3 IT system.

Only in the case of the **SECOND SELECTION** will the ranking list be scrolled and the vacancies subsequently assigned according to the following timetable:

FROM (date of publication of the list of successful applicants and start of enrolment)	TO (deadline for enrolment and payment of the first fee instalment)
Monday 6 October 2025	Friday 10 October 2025
Monday 20 October 2025	Friday 24 October 2025
Monday 3 November 2025	Friday 7 November 2025
Monday 17 November 2025	Friday 21 November 2025

Applicants admitted following the second-round selection who do not register by the above deadlines will be considered to have tacitly withdrawn regardless of the justifying reasons. They will lose their position in the ranking and their right to enrolment.

The ranking list for the second selection will be finalised on 21 November 2025.

In the event that all places are filled, the ranking list may be closed earlier than the deadlines indicated above.

In the event that, during the second selection process (after 22 September and in any case no later than 21 November 2025), the ranking list is full, an **extraordinary selection process** will be activated for the unfilled positions and notification will be posted on the Unimore online notice board <https://wss.unimore.it/public/albo> (search for the type: 'Bandi e Avvisi' and the Students area) and on the page <https://www.unimore.it/it/didattica/corsi-di-studio/digital-marketing>. These places will be made available **exclusively** to applicants who have taken the TOLC-E test. Applicants are therefore invited to check the links provided regularly.

10. Transfers from other Unimore programmes - transfers from other universities

- 1- Admitted applicants who are already enrolled in another UNIMORE programme must pay the first instalment of the 2025/2026 fee (making sure they are up to date with the payment of fees and any surcharges for previous years) and then submit an application for **change of degree programme** at the Registrar's Office of their home university **by the deadline specified in this call for enrolment**. You must download the 'Change of degree programme' form from the page <https://www.unimore.it/en/services/registrar-and-student-offices/student-forms> fill it in and sign it, apply a EUR 16 revenue stamp and send it **by e-mail** to your Registrar's Office. On the same web page, you must also download the Declaration of Delivery of the Transfer Application and send it, completed and signed, by email to the Registrar's Office of the Department of Communication and Economics by the deadline specified in this call for enrolment. (segrstud.comunicazione.economia@unimore.it). Those who have not fulfilled the aforementioned obligations will be considered to have tacitly renounced the places, regardless of the reasons justifying the delay, and the places that have become available will be made available again.
- 2- Applicants who are enrolled at another university and who wish to make an **incoming transfer** must complete the online enrolment application and submit a transfer request at their home university. If the home university requires a transfer clearance certificate, students can contact the Registrar's Office of the Department of Communication and Economics (segrstud.comunicazione.economia@unimore.it) to request its issue. When filling in the enrolment application, after uploading a passport photo and an identity document and declaring the qualification obtained, they will have to select the type 'Incoming transfer' and attach the 'Incoming transfer' form available at the link <https://www.unimore.it/en/services/registrar-and-student-offices/student-forms> . Those who have not fulfilled the aforementioned obligations will be considered to have tacitly renounced the places, regardless of the reasons justifying the delay, and the places that have become available will be made available again.
- 3- Admitted applicants who wish to withdraw from their studies must submit a request to their home university. Then they shall fill out an online enrolment application by selecting "Withdrawal" and pay the first university fee and contribution instalment **by the enrolment deadline provided for in this call for applications**, following the procedure already described in point 8. Those who have not complied with the above obligations will be considered tacitly renounced, regardless of the reasons justifying the delay, and will lose their position in the ranking and their right to enrolment.

11. Costs and allowances

The amount of tuition fees is based on the ISEE 2025 (Indicator of the Equivalent Financial Situation) certifying the financial situation's household. Up to the ISEE threshold of €27,000.00, a NO TAX AREA exemption applies. Above that threshold, tuition fees are calculated on a progressive basis. For the calculation of the tuition fees based on the student's financial situation, an online application shall be submitted by the deadlines set in the relevant Call for Applications <https://www.er-go.it/index.php?id=7262>. Applicants failing to submit the online application by the set deadlines or whose ISEE statement is higher than the threshold indicated in the call for applications will not benefit from a reduction of tuition fees. Tuition fees are paid in instalments, the due dates of which are reported at the following link: <https://www.unimore.it/en/services/fees-and-benefits>.

The information provided above is up to date as of today's date; it may be subject to update/change/integration based on the Decisions of the University bodies made after this call is published. Any update/change/integration will be published and disclosed on the website <https://www.unimore.it/it>

The application for determining the tuition fees, as well as the application for the scholarship, accommodation in university residences, hospitality services and other allowances, shall be submitted **online from the website www.er-go.it** strictly by the deadlines set in the Call for Benefit Applications, **even before the enrolment** in the degree programme. The Call will be published around the beginning of July 2025. Applicants are invited to check the various deadlines.

For further information and to check any update on the academic year 2025/2026, please visit the website <https://www.unimore.it/ammissione/tasse.html>.

12. Person in charge of the procedure

The office in charge is the Registrar's Office in Reggio Emilia. Pursuant to Law no. 241/1990 and subsequent amendments, the person in charge of this procedure is Ms Alessandra Galasso, official in charge of the Registrar's Office of the Reggio Emilia campus.

An appeal may be lodged against the content of this call before the Administrative Court of Emilia Romagna Region or an extraordinary appeal may be lodged before the President of the Republic in accordance with the law. Any appeal shall be notified to this Administration exclusively by sending an e-mail to the following certified e-mail address: direzionelegale@pec.unimore.it.

This call for applications is written in Italian and English. In the event of discrepancies, the Italian language version shall prevail.

13. Contacts

For information on the study programmes and educational offer, please contact Informastudenti

email: informastudenti@unimore.it

Tel. 059 205 8255 and 0522 52 3555

The opening hours and locations are available at the link:

<https://www.unimore.it/en/services/orientation-first-steps>

For administration issues and information on the call for applications, please contact the Registrar's Office,

Viale A. Allegri 15, 42121 – Reggio Emilia

tel. 0522 522204 e-mail segrstud.comunicazione.economia@unimore.it

Opening hours are available at the link: <https://www.unimore.it/en/services/registrar-and-student-offices>

For information on teaching, please visit www.dce.unimore.it

For IT issues related to the online enrolment procedure or the recovery of Esse3 access credentials write to webhelp@unimore.it. Assistance is guaranteed from Monday to Thursday from 9 a.m. to 3 p.m. and on Fridays from 9 a.m. to 2 p.m.

For issues relating to the online application for benefits, send an e-mail to Er-go <https://www.er-go.it/index.php?id=11> Website for submitting the application for benefits www.er-go.it

Welcome Office for Disabled and SLD Students

tel. 059 2058311 - 0522 523506 - e-mail disabilita@unimore.it - dsa@unimore.it - www.asd.unimore.it

The Registrar's Office and Informastudenti will be closed from

11 to 15 August 2025

Reggio Emilia, 11 April 2025
THE RECTOR
Professor Carlo Adolfo Porro