

D.D. n. 67 del 08.07.2020

IL DIRETTORE DEL DIPARTIMENTO

Art. 1

General provisions.

Following the provisions of the Decree of the Ministry of Education, University and Research, July 3, 2015, n. 464, for the academic year 2020/2021, applicants will be offered the admission to the Master of Science (corso di laurea magistrale) in Marketing, after successful completion of the entry test on the basis of the provisions of this decree.

The admission test consists of an interview in English.

Art. 2

Number of places and admission requirements

In accordance with Article 1 of Decree of the Ministry of Education, University and Research, July 3, 2015, n. 464, the number of places available for enrollment for the academic year 2020/2021, to the Master of Science in Marketing at the Department of Economics, Management and Business Law, University of Bari Aldo Moro is 100 (one hundred), broken down as follows:

	- European (EU) - non-European (EU) resident in Italy according to the Law 30 July 2002, n. 189, art.26	Non- European (EU)	Chinese students within the "Marco Polo" Project
MSc (Laurea magistrale) in Marketing	75	20	5

EU, non-EU citizens according to art. 26 Law 189/2002 cited in the introduction, and non-EU citizens residing abroad, can take part in the selection procedure.

Non-EU citizens resident abroad must pre-enroll through the Italian Embassy in their home Country according to the Norms to study in Italy for foreign students at <http://www.studiare-in-italia.it/studentistranieri/>

In the event that places reserved for non-EU citizens not included in the requirements of art. 26 of the aforementioned Law 189/2002 are not assigned, these vacancies could be used by EU students and non-EU citizens according to art. 26 of the Law of 30 July 2002, No. 189, unless different ministerial regulations are enforced.

To be admitted to the entry test students must have:

- an Undergraduate degree in Economics and business sciences (class 17 and 28 DM 509/99 or class L-18 and L-33 DM 270/2004), or, in case of graduates with other degrees, they should have 60 Credits in the following subject areas:

- 10 Credits (CFU) in the sector SECS-P/01 (Economics)
- 8 Credits (CFU) in the sector SECS-P/06 (Applied economics)
- 16 Credits (CFU) in the sector SECS-P/07 (Accounting and business administration)
- 16 Credits (CFU) in the sector SECS-P/08 (Marketing and management)
- 10 Credits (CFU) in the sector SECS-S/06 (Math for economics) o SECS-S/01 (Statistics)

For graduates from a foreign university, a Committee appointed by the Department Board, will assess their curriculum and the courses taken in order to grant admission to the program entry test. Candidates who are enrolled in the third year of one of the Economics and business sciences degrees listed in the previous paragraph or in another degree but with the credits above mentioned, and will graduate no later than **October 31, 2020**, can be admitted to the entry test provided that they have taken all exams before **September 30, 2020**.

All candidates are admitted conditionally to the entry test. The University can at any time, for justified reasons, exclude the candidates who do not meet the above mentioned requirements or for false declarations; this provision will be sent to the candidate by registered mail with receipt of return.

Art. 3

Terms and deadlines for applications

The deadline for applications to the entry test is **September 4, 2020**. Any application received after this date will be excluded. Candidates must pay an application fee of **€ 50.00 no later than September 4, 2020 on the account number 8706 made payable to the University of Bari Aldo Moro with the mandatory indication of: Corso di laurea magistrale in Marketing**.

Completed application forms must be submitted only via web in the following manner:

1. Access the online secretarial services (<http://www.uniba.it/studenti/segreteria-on-line>) for a new registration if you have never registered as a student at the University or to access, if you already have credentials valid for the University;
2. Complete the application by filling all required data;
3. Proceed to the printing of the MAV (Payment Notice Form) regarding the entry fee for the test;
4. Make payment by and by no later than September 4, 2020, without commission on the Payment Notice Form, related to the entry fee of Euro 50.00, exclusively with one of the following methods:
 - at each bank account attending the MAV service;
 - through the website www.quiubi.it for bank account holders who activated the "QuiUBI" service;
 - with Bancomat card at ATMs Banca Carime, Banks of the UBI Banca Group or other banks providing similar services;
 - by credit card.

The application cannot be completed and submitted in other way than as stated above under penalty of exclusion.

The application fee is **non-refundable** for any reason (e.g., exclusion, withdrawal, absence, etc.).

Once the application is completed electronically, the applicant must print a hard copy of the same. The application, duly signed, together with the declaration in lieu of certification related to the participation requirements (Annex A to this call), under penalty of exclusion, must be:

- sent by any means to the Direzione of the Department of Economics, Management and Business Law - Largo Abbazia Santa Scolastica 53 70124 Bari. Delivery must be received no later than 12.00 pm on **September 4, 2020**. Therefore, the stamp of the U.O. Servizi generali, logistica e supporto informatico of the Department of Economics, Management and Business Law will serve as a proof of delivery time. Applicants must clearly state their name and surname and the details of the entry test (**Prova di ammissione Corso di laurea magistrale in Marketing**) on the envelope.
- Submitting electronically to the following certified email address (PEC): direzione.demdi@pec.uniba.it. In the case of applications made by PEC, the send date will be that taken into account. In the case of the electronic submission of documentation to be attached to the application, static and non-modifiable formats must be used, with no micro-statements or executable codes, preferably in PDF format. Proprietary formats (doc, xls, etc.) must be avoided. All documentation attached must be enclosed in a single file. The email message should include the following subject: "Prova di ammissione Corso di laurea magistrale in Marketing". Please note that PEC emails may contain no more than 50 MB of data. In cases in which a greater amount of data is required, additional PECs may be sent for successfully submitting the application, indicating in the subject: "Integrazione invio domanda - "Prova di ammissione Corso di laurea magistrale in Marketing", progressively numbering each additional PEC.
- Submitting by normal email to the following email address: direttore.demdi@uniba.it (this option is available exclusively to foreign candidates not resident in Italy)

Warning: Online applications will not be accepted as substitutes for late submission of the signed paper. Copy together with the declaration referred to in Annex A) to this announcement, which remain the only acts eligible for admission to the entry test.

Please note that payment of € 50,00 does not constitute registration for the entry test even if it is made September 4 2020, and must be accompanied by a formal application registered within the same period.

The following must be attached to the application:

1. Substitute declaration of certification for the admission to the laurea magistrale (MSc) in Marketing (Annex A to this call), **under penalty of exclusion**;
2. copy of a valid identity document;
3. receipt of the payment of the sum of € 50.00, as a contribution to the admission test.

The procedure described above is the only method of application accepted for the admission test.

Applicants are invited to complete the online application for the admission test before the deadline. It is the candidate's responsibility to verify the correct conclusion of the application process. Complaints about malfunctions in the IT system due to overloads near the deadline will not be taken into consideration.

For any administrative information regarding the test, candidates should contact the Secretary of the MSc in Marketing on-line on the platform Windows Teams, code: x9e0t0o, from Monday to Friday, 10.30 am - 12.30 pm.

or by e-mail to:

petronilla.bruni@uniba.it

luca.petruzzellis@uniba.it

For information and assistance, candidates can:

→ Consult the section of the UniBA web portal dedicated to the MSc in Marketing

<http://www.uniba.it/ricerca/dipartimenti/disag/didattica/marketing>

→ contact U.O. U.R.P. e Redazione Web (informazioni e assistenza) - Centro Polifunzionale Studenti (ground floor) - Piazza Cesare Battisti - Bari:

E-mail: urp@uniba.it

Toll free number: 800883046

Fax: +390805717132

Office hours: Monday to Friday 9:00 - 13:00,

Art.4

Candidates with Disabilities and Candidates with Specific Learning Disorders (DSA)

Candidates with sensory and motor impairments recognized pursuant to Law 104/92 and SCE, candidates with a 66% or higher civil disability under Law 68/99 and candidates with specific learning disabilities (DSA) recognized in accordance with Law 170/2010, in relation to their state, may apply for any necessary additional equipment for the test and/or any additional time.

For the purpose of providing assistance or granting additional time, the only indication of "assistance to carry out the tests" on the Esse3 portal is not sufficient. The applicants concerned will have to send to the Administration, within the deadline of September, 4 2020, the completed application on the form made available at the link <https://reclutamento.ict.uniba.it/modulistica/modulistica-utenza> and accompanied by appropriate medical certification issued by the competent health authorities. Delivery will be made sent by any means to the Direzione of the Department of Economics, Management and Business Law - Largo Abbazia Santa Scolastica 53 70124 Bari or by normal email to the following email address: direttore.demdi@uniba.it, no later than 12:00 pm on September 4, 2020, except for the month of August in which the office will be closed.

It should be noted that for candidates with DSA and candidates with sensory and motor impairments ex L. 104/1192, the certification attached to the application must have been issued no more than three years previously by the National Health Service or specialists and structures accredited by the aforementioned NHS. In addition, upon request, additional time will be granted to them as required by current legislation.

Art. 5

Date and place of the admission test.

The admission test will take place on **September 9, 2020**. The way with which the test will take place will be communicated at least 15 days before on the website of the Department of Economics, Management and Business Law at <http://www.uniba.it/ricerca/dipartimenti/disag/didattica/marketing>. **This publication is the only notice to candidates.**

Candidates will be admitted to the test upon presentation of a valid identity document. Non-EU applicants residing abroad must have a short-term visa (Schengen Type C) or no visa for students with temporary residency.

The admission test consists of an English-language interview aimed at assessing the level of competency in English and in Marketing.

For applicants resident abroad the oral examination may be taken using a videoconferencing tool and preferably from a location such as a university institution, a Consulate or Diplomatic Representation or at an Italian Cultural Institute abroad. In this case, interested applicants will have to make a specific request to make use of such a location, provide their contact in the application for admission to the call and ensure the use of a webcam to allow their identification to the Commission. The candidate must be available at their previously communicated contact address on the day for the oral examination, according to the calendar published on the website as indicated on the profile. The Commission may agree with the candidate on a precise time for the interview to take place. For the purposes of identification, each candidate must, prior to the beginning of the interview, identify themselves, displaying the same identity document already submitted as a copy attached to the application. Failure to do so will result in exclusion from the call. Failure by the candidate to communicate their personal address, a lack of internet connection, the unavailability of the candidate on the day or time established or the failure to display a valid identification document in accordance with the previous paragraph constitute reasonable motives for exclusion from the call. The University of Bari does not accept any responsibility for the possibility of technical issues preventing the carrying out of the oral examination.

Art. 6

Evaluation Committee

The Evaluation Committee of the test will be nominated by the Decree of the Head of the Department of Economics, Management and Business Law of the University of Bari Aldo Moro. The Committee, in the event of a large number of candidates, may be supplemented by more experts of the English language to form subcommittees.

Art. 7

Evaluation of the test, minimum score threshold and final rankings.

The following criteria will be taken into consideration to assign candidates the total score out of 50 points:

- a) **language skills and pronunciation;**
- b) **vocabulary;**
- c) **use of English;**
- d) **comprehension**
- e) **knowledge of the basic concepts of marketing.**

In the event of more than one candidate having the same ranking the following criteria will prevail the candidate who is younger.

The candidate must obtain a minimum score of no less than **30 points** in the interview, to be placed on the list to enroll in the MSc in Marketing.

In accordance with the provisions of art. 3, paragraph 1, of the D.M. 464/2015, of the places available for enrollments, EU students and foreigners resident in Italy as per art.39, comma 5 of Legislative Decree 25/07/1998, No.286, and foreign students abroad, who are well placed on the ranking, have obtained a minimum score of no less than **thirty points (30)** in the interview are eligible to enroll in the MSc in Marketing.

The same modalities will also be used to draw up the ranking for non-EU students not covered by Article 26 of the aforementioned Law 189/2002 and for those who are members of the Marco Polo Project.

The decree of approval of the acts and the relative rankings will be announced on **September 11, 2020** on the website of the Department of Economics, Management and Business Law at <http://www.uniba.it/ricerca/dipartimenti/disag/didattica/marketing>
If the approval of the acts within the above mentioned deadline is not met, a notice of referral will be published on the same day and on the above mentioned website.
The foregoing publication will be the only means of legal advertising.

Art.8

Terms and conditions for registration.

The enrollments in the MSc in Marketing (LM77) are arranged according to the ranking order, until all available planned places are filled, from the day following the date on which the decree of the approval of the test is issued. The candidates who are well placed in the ranking, must register no later than **September 30, 2020**, according to the instructions given in a special notice prepared by the relative registrar, which will be published on the website of this University.

In case of failure to comply with the above mentioned deadline and the procedures for registration indicated in the aforementioned notice, the candidate will no longer have the right of enrollment and the benefits of his/her position in the ranking and the justification for the lack or late registration .
For candidates with a conditional admission, who are not in possession of the undergraduate degree at the time of the admission test, the reserve will be eliminated by graduating no later than **October 31, 2020**.

Those who are not able to graduate by the specified deadline will lose all possible benefits accruing from the position in the ranking and the subsequent registration.

No announcement will be sent to the winning candidates of the selection.

All information about the registration must be requested at the Student Registrar of the Department of Economics, Management and Business Law.

Art. 9

Recovery of vacancies

The number of vacancies after registration will be announced on **November 6, 2020** by means of a notice of the Department of Economics, Management and Business Law (Largo Abbazia Santa Scolastica, n. 53, 70124 Bari). They will be assigned to the candidates included in the admission test ranking taking into account the progressive order in the ranking itself, until the scheduled number has been reached.

This post will represent the only means of legal advertising.

For the purposes of going through the ranking, as specified, no communications will be sent.

Students who, after passing the ranking, have accrued the right of enrollment, must register according to the terms and within the deadlines indicated in the abovementioned notice.

In the event of non-compliance with the terms and conditions of registration, the candidate is deprived of his/her right to enrollment and the benefits of his/her position in the ranking and no justification for the lack or late registration is relevant.

Subsequently, in case of further availability of seats, the U.O. Economia, according to the order of the ranking, will invite, with a special note, a number of candidates equal to the number of vacancies to enroll.

In the case of residual places, applications for enrollment in MSc in Marketing will not be accepted after the approval of the acts and the publication of the ranking.

All information about registration must be requested to the U.O. Economia.

Art. 10

Responsible for the procedure.

For the admission test referred to in this call, pursuant to Articles 4, 5 and 6 of Law 11.2.2005, no. 15, the member of staff responsible for the procedures, Ms Petronilla BRUNI, category C official, Department of Economics, Management and Business Law of this University.

For the procedures relative to the enrollment and the subsequent rolling of the rankings, the person in charge of the proceeding is the responsible for U.O. Economia.

Art. 11

Treatment of personal data.

For the purposes of Legislative Decree 30.06.2003, no. 196, the University respects the confidential nature of the information provided by the candidate. These data will be processed only for the related and instrumental purposes of the admission test and eventual registration in accordance with the provisions of Annex 4 to D.M. 14/02/2013, n.109 and at the end of this decree.

Art. 12

Final and transitional provisions.

Any information not provided in this call, is governed by the existing laws and regulations, as well as the provisions of the D.M. 3/7/2015, n.464. The same call constitutes the lex specialis of the admission test, so participation implicitly implies the acceptance, without reservation, of all the provisions contained therein.

This announcement will be made publicly available via the website of the Department of Economics, Management and Business Law at <http://www.uniba.it/ricerca/dipartimenti/disag/didattica/marketing>

Bari, 08.07.2020

**The Head of the Department
F.to Prof. Giovanni Lagioia**