

01. MEDICAL-SCIENTIFIC AND HEALTH SERVICES COMMUNICATION ⁱ	
First Level	
Department of Experimental and Clinical Medicine (DMSC)	
Course coordinator	Francesco Liotta
Organizing committee	Francesco Liotta Felice Petraglia Francesco Annunziato Betti Giusti Luca Toschi
Contact person for information regarding course organization, the schedule of classes and course content	Viola Davini viola.davini@sau-centroricerche.org
Practical-professional profile of the course and reference job market	<p>The course aims to form communication professionals by placing contents offered by highly qualified scientists, doctors, professionals, and communicators of recognized expertise, both national and international, at the center of their training programme. With a view to restoring the focus on content, this Master provides students with the most accredited knowledge and effective practices for building effective communication strategies and campaigns.</p> <p>In this view, the Master's teaching staff comprises professors, clinicians, professionals working within institutions and public and private organizations, and experts in the field of communication and information working in research and as professionals. Throughout the Master, students will acquire design skills by implementing concrete projects through the study and application of the Generative Communication model, devising and experimenting with projects aimed at engaging stakeholder communities in the area of reference and improving communication in the fields of prevention, awareness, care, and access to services.</p> <p>In particular, the course aims to train communication experts who can work in communication offices, press offices, and public relations offices in organizations (institutions, companies, research centres, associations) operating in the health and social-health sector. A newly designed project-oriented academic pathway made possible by the support, from the very start, of experienced tutors who, interfacing with an in-person and online learning environment, will ensure the pro-active and creative participation of all those who enrol, regardless of their location, and can provide support throughout the Master in the development of their projects.</p> <p>To this end, learning activities will be divided into four main areas around which the modules are developed:</p> <ol style="list-style-type: none"> 1. The basics of medicine 2. The basics of biomedical research 3. Health policies and services 4. Generative communication techniques <p>At the end of the course, students will have acquired the following knowledge and skills:</p> <ul style="list-style-type: none"> ● qualified knowledge of medical-scientific topics for defining communication strategies centred on authoritative and scientific content;

	<ul style="list-style-type: none"> ● qualified knowledge about the functioning of health services for the implementation of strategies aimed at citizen (patient and non-patient) involvement, listening, and access to health services; ● acquisition of specific techniques for mapping, analysing and involving stakeholders and community building, through the implementation of generative communication projects; ● acquisition of specific communication techniques through traditional and digital media and the most advanced techniques for involvement and community building.
Admission requirements	A bachelor's or master's degree or single-cycle degree awarded under the university system governed by Ministerial Decree No. 270/2004 or Ministerial Decree No. 509/1999 or by previous systems.
Admission procedure	Selection based on qualifications and interview to discuss with the candidate the proposed communication project he/she intends to complete during the Master course.
Duration	11 months
Teaching methods	<p>Teaching activities will be conducted in a blended mode. Lessons will be conducted both in presence and remotely in synchronous mode. In-depth courses will be held asynchronously on the basis of the students' training needs and the projects they will carry out. Based on the characteristics and teaching methods, four different types of training are offered:</p> <ul style="list-style-type: none"> ● In-person lectures; ● In-depth seminars with lectures given by faculty and professionals; ● Workshops; ● Visits within selected departments of the University Hospital of Careggi or other facilities, to be defined by the organizing committee in line with the achievement of training objectives. <p>Online training will be carried out using the Moodle platform, through which it will be possible to access synchronous lectures and video recordings. To carry out each student's project, the Master course will make use of a communication and design environment created by Luca Toschi and his research group under a specific agreement with the Lab Center for Generative Communication at the PIN in Prato.</p>
Language the course will be delivered in	Italian
Attendance requirement	70%
Course location	Department of Experimental and Clinical Medicine Careggi University Hospital, Largo Brambilla 3, Florence
Foreseen lecture days	Fridays and Saturdays
Exam procedure and schedule	Each module will have a final test to verify knowledge and skills.
Verification of knowledge of the language in which the course is delivered	For foreign language students, the language level will be verified through an oral interview with verification by the Organizing Committee via meet.

Final exam

The final exam consists in the submission of a final paper, which will be discussed in an interview at the time of the oral presentation. The paper will analyze the communication project that each student must complete over the course of the Master.

Number of available places and enrolment fees	
Full-fee students	
Minimum no. of places	5
Maximum no. of places	12
Enrolment fee	3,000 Euros
Free supernumerary places	
UNIFI employees	1
Single modules	
Maximum no. of places	1
Enrolment fee	Euro/credit 95 Euros/CFU

Admission requirements for individual modules	To be eligible to attend individual modules, students must hold one of the qualifications listed among those required for admission to the Master course.
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Description of traineeship activities and training objectives	The traineeship period will serve to complete the communication project. Observational activity.
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ⁱ This document is a translation of the form A.1 relating to the characteristics of the course attached to the Decree of the Deputy number 848 (record 153310) of 2th of July 2024, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for legal purposes and has the sole purpose of supplying information in English on the content of the public notice.