

Call for Applications Mobility a. y. 2024/2025: Double Degree Programs (DD) for Master's Degree in Marketing

This call is open to Luiss students enrolled in the 1st year of the Master's Degree in Marketing during the academic year 2023-2024.

Program	Destination	Major	Available Slots
Marketing Analytics with Tilburg University	Tilburg, Netherlands	Marketing Analytics and Metrics	4
Strategic Marketing with Maastricht University	Maastricht, Netherlands	Market Relationship & Customer Engagement	5

Applications can be submitted from 8 January until 26 January 2024 at 5:00 PM

Application Deadline	By 26 January 2024 at 5.00 PM
Selection Results	By 26 February 2024
Confirmation of participation	Within one working day

1. General Rules

Selected students will have the possibility to attend courses at the partner university during the mobility and have the credits recognized on their Luiss career at the end of the second year. If compliant with both universities' rules and conditions, as for credits envisaged, attendance, deadlines, academic integrity, etc., participating students will receive two degrees, which will be issued according to each university's procedures.

Selected students will spend abroad the 2nd year of the Master's Degree in Marketing, during the a. y 2024/2025 and will be registered at Luiss during their stay at the partner university. They will not be required to pay additional tuition fees at the partner university, but they will continue paying fees to Luiss.

All expenses related to the participation in the program, notably transport, accommodation and food, administrative expenses, costs associated with securing a visa, medical/health/accident insurance, books and personal expenses, will be borne by students. Furthermore, students must comply with all the regulations of both universities in order to obtain the two Degrees.

Selected students are required to read and understand the study plan and its rules. The study plan can be found on the webpage of each program. Please refer to the table in page 1 of the present Call for Applications for the links to each webpage. These are to be considered binding to the successful completion of the double degree program. Once selected, students are required to carefully read and sign the document “General Understanding on Mobility for Double Degrees and Structured Exchanges”. Exams passed at the partner university during the mobility period will be transferred to the Luiss career according to the DD study plan. It is not possible to request an official renounce of the grades registration.

Selected students could receive an Erasmus+ grant, depending on the European Commission annual fund for Erasmus+. Further information will be available in Summer 2024.

While every effort will be made to provide students with complete, accurate and timely information, Luiss reserves the right to change, amend, modify or revoke the aforementioned programs. Luiss is not responsible for any cancellation or modification due to events beyond its control. If the program is cancelled or modified for these reasons, Luiss will inform all interested students in a timely manner.

2. Requirements

Students will be able to participate only if they comply with the requirements listed in the summary in point 2.5 (“Summary of requirements by program”), respect the agreed timeframes and have no pending administrative issues with Luiss.

2.1 Mandatory major

Specific DDs are linked to a specific major. In order to take part in the DD, selected students must be enrolled in the relevant major according to the rules for the compilation of the study plan¹. The relevant majors for each DD are listed in the point 2.5 “Summary of requirements by program”.

2.2 Weighted average grade

The weighted average grade will be calculated based on the data available to the Student Office by 19 February 2024.

¹ More information: <https://graduate.luiss.it/en/page/student-services/guide-to-the-compilation-of-study-plans>

2.3 Exams

Students are required to pass all exams taught during the 1st semester and have the relevant grades registered by 19th February 2024.

Students are strongly encouraged to pass all exams taught during the 2nd semester, ahead of the mobility year.

Please note that the Learning Innovation Activities are required to be completed by the end of the academic year 2023/2024.

2.4 English language requirements

The English-language certificates listed at the point 2.5 “Summary of requirements by program” must not be older than two years from the start of the mobility (1 September 2024). Applicants must meet the requirements using a single test. Hence we will consider as valid the English-language certificates listed at the point 2.5 that have been obtained from September 2022 onwards

Please note that documents certifying the enrolment in the Master’s Degree in Marketing are not considered as an English certificate for the present call. Only certificates listed in in the table at the point 2.5 “English Language” will be accepted.

In case a Luiss student does not have an English language level issued by the Luiss Language Center (CLA) and does not hold one of the requested certificates, the student has also the possibility to take an ad hoc, free of charge test at the Accademia Linguistica Trinity School di Roma (Via dei Mille, 35) by 16 January 2024. To register, please send an email to the CLA at cla@luiss.it (please cc the International Development Office at international@luiss.it) no later than 10 January 2024, at 1:00 PM. During the test the use of dictionary or other translation tools is not permitted.

During the registration process, students might opt for taking the test either in person at the Trinity School or online on the dedicated platform, with a final Skype interview for the oral assessment. Thus, students who have not a Skype account yet, are invited to create it in advance. For further information about the test and the language level as stated by Luiss please contact the CLA cla@luiss.it by January 10.

Students not eligible to take the ad hoc test mentioned above but interested in submitting a certificate issued by the Trinity School are allowed to do so but must note that this is a fee-paying assessment test, which shall be reserved autonomously by the student. The test can be taken at any moment before the application deadline. The test is available also for students holding other language certificates and/or a CLA language level.

2.5 Summary of requirements by program

PROGRAM	MANDATORY LUISS MAJOR FOR THE DD	WEIGHTED AVERAGE GRADE	EXAMS	ENGLISH LANGUAGE
MARKETING ANALYTICS / TILBURG UNIVERSITY	Marketing Analytics and Metrics	equal to or above 26/30 by 19th February 2024:	All exams of the 1st semester must be taken and registered by 19th February 2024.	<ul style="list-style-type: none"> • TOEFL min. 75/120 IBT • IELTS min. 6.5 • Cambridge: CPE, CAE, FCE min. grade B • Duolingo min 110/160 • Accademica linguistica Trinity School di Roma: B2.4 level • Luiss University Language Center: B2.4 level • International Secondary School Diploma totally taught in English • Bachelor's Degree totally taught in English
STRATEGIC MARKETING / MAASTRICHT UNIVERSITY	Market Relationship & Customer Engagement	equal to or above 26/30 by 19th February 2024:	All exams of the 1st semester must be taken and registered by 19th February 2024.	<ul style="list-style-type: none"> • TOEFL min. 91/120 IBT • IELTS min. 7.0 • DUOLINGO min.125 • Cambridge: CAE grade B/C; FCE min. grade A; • Accademica linguistica Trinity School di Roma: C1 level • Luiss University Language Center: C1 level • International Secondary School Diploma totally taught in English • Bachelor's Degree totally taught in English.

3. Specific Program Rules

3.1 DD in Marketing Analytics with Tilburg University

Please note that the earliest graduation session available at Luiss for students taking part in this program may be in July (only if possible and depending on the availability of the Transcripts of Records) or in October / November 2025.

Special Note on application restrictions: non-EEA member state citizens may not have access to the full tuition waiver from Tilburg University. If you are applying as a non-EEA student, Luiss will need to consult Tilburg University, to see whether Tilburg University will be able to receive the student without charging tuition fees or not.

3.2 DD in Strategic Marketing with Maastricht University

Please note that the earliest graduation session available for students taking part in this program may be in July 2025 (depending on the availability of the Transcripts of Records) or in October/November 2025. If students discuss their theses in October/November 2025 at Luiss, they will get the Maastricht degree in the Spring 2026.

4. Application procedure

Applications can be submitted from 8 to 26 January 2024 at 5:00 pm. In order to apply, students must complete the application form and upload the required attachments in the web self-service area of the Luiss website². Only applications accompanied by all documentation and received by the application deadline will be considered. Students are encouraged to apply well in advance of the application deadline.

In case of doubts about the documents to upload or to get further information about the requested documents, students are invited to contact the International Development Office (international@luiss.it) before the application deadline.

Furthermore, students that might require compensatory tools or dispensatory measures during the mobility are invited to get in contact with the International Development Office international@luiss.it before applying to the programs, in order to get more information on the special provisions guaranteed in the selected destinations.

4.1 Compatibility with the International Student Exchange programs

Eligible students are allowed to apply to these programs and the International Student Exchange program.

Students applying to both Calls who will be selected for a DD must confirm their participation to the DD within the established deadline as detailed in paragraph “7. Acceptance”.

If selected students confirm their participation to the DD, they will be automatically excluded from the selection for the International Student Exchange program and will be removed from the candidates list. If selected students do not confirm their participation to the DD according to the rules explained in paragraph “7. Acceptance”, they will remain eligible for the International Student Exchange program.

² Students are required to carefully read the Application Instructions published in the program webpage

4.2 Attachments requested in the application

Please note that the application must be completed through the web self-service. You are required to follow the **Application Instructions which are uploaded in the Useful Documents section of the webpage of each program.**

To be considered, the attachments must be in English and in PDF, readable, scanned (not photographed), named as follows:

DOCUMENT_SURNAME_DDPROGRAM (e. g.: PASSPORT_ROSSI_DDTILBURG)

4.2.1 List of the Attachments:

1. English Language Certificate.
2. Curriculum Vitae (in English).
3. ID Card or Passport, depending on the entry requirement for the selected destination³.
4. A motivation letter in English using the template provided by the International Development Office. The template can be found in the “**useful documents**” section of every program web page. The document is prepared in the form of guidelines, considering the specific content required for selection. You are required to state the reasons for applying to the programme for each desired destination. Once completed, the motivational letter must be uploaded on Web Self Service as a pdf file.
5. Bachelor’s Degree diploma, including the final grade (if applicable).
6. Transcript of Records during mobility program (if applicable).
7. Certificate of internship/traineeship abroad (if applicable; must state the duration of the internship, where it was done, and tasks covered).
8. Other certificates (optional)

5. Selection

Eligible candidates will be ranked after the assessment of their academic performance and other relevant criteria, as reported in the table below. The academic performance will be calculated on the data available to the Student Office by 19 February 2024. Candidates are responsible to check its accuracy in due time.

³ The passport should be submitted by the application deadline. In case of need to renew it, the passport can be submitted via email to international@luiss.it no later than March 15. Students who fail to do so will be excluded from the selection. Therefore, students who do not have a passport or whose passport is due to expire during the year 2025 are requested to apply for a new passport and make sure it will be issued in time.

Criterion	Percentage	Details
Weighted GPA	40%	Starting from the minimum valid grade (18/30) .
Registered ECTS credits	28%	The academic score will take under consideration all registered credits valid towards one's degree (excluding internships). Credits must be registered by 19th February 2024 . Please note that additional courses (corsi liberi) will not be taken into consideration
English language level	20%	To be calculated according to 6 levels (from A1 to C2) of the CEFR standard
Bachelor's Degree final grade	8%	Starting from 100 and up to 110 cum laude
Registered ECTS credits for Internship	2%	Credits registered in the current academic records for internship
International experience	2%	To be considered in the following cases: <ul style="list-style-type: none"> ○ University in-person or virtual mobility program abroad, for at least one semester ○ Having attended a Bachelor's Degree out of their home countries. ○ Internship/traineeship abroad, for at least 150 hours (certificate required).

5.1 English language proficiency

The English language proficiency will be assigned according to the following table:

Language levels	Cambridge	IELTS	TOEFL IBT	Duolingo	Other
C2.2, C2.1	CPE, CAE grade A	9 – 8.5 - 8	120 - 110	160 - 145	
C1.3, C1.2, C1.1	CAE grade B, C FCE First B2 grade A	7.5 - 7	109 – 91	140 - 125	Bachelor's degree or International Secondary School Diploma totally taught in English
B2.4	FCE First B2 grade B	6.5	90 – 75	120 – 110	

5.2 International experience

Only one international experience will be taken into consideration for the academic performance score purposes. The international experience will be assessed through the following documents:

- Transcript of Records of the exams taken abroad or a certificate issued by the host University concerning the study experience abroad;
- Certificate of internship/traineeship abroad, registered by a University Career Service, for at least 150 hours. Certificates other than those officially registered by the University Career Service might be submitted to the International Development Office, who reserves the right to consider them.

5.3 Bachelor's Degree final grade

Regarding the Bachelor's Degree final grade, the score will be calculated proportionally to the final grade, from a minimum grade of 100/110 up to a maximum of 110 cum laude.

5.4 Ex aequo

In case of ex aequo, curriculum vitae, personal statement, and knowledge of other languages will be considered. The students may be requested to send documents proving their experiences as declared in the CV.

6. Communication of results

In compliance with current provisions on personal data protection, rankings will not be published. Students will be informed of the result of their own application only. Information such as other candidates' position in the ranking will not be disclosed. Selected students will receive the communication via-email by 26 February, 2024 (date may be subject to change) on their Luiss student e-mail account. Thus, students are strongly invited to check their Luiss email account every day while the selections are ongoing.

7. Acceptance

Selected students will be required to confirm their acceptance through written notification within one working day from the notification of results.

In case of refusal or missing notification by the deadline, the following candidate in the waiting list will be recalled. Recalled students will be required to confirm their participation by written notice within one working day.

Every refusal received after the established deadline will be transferred to the Deputy Rector for Master's Degrees Programs who will evaluate its motivations with the Dean of the Graduate School and the Director of Academic Services & Global Learning, and will inform the Graduation Commission of those refusals deemed not properly motivated.

8. Additional points

The participation and successful completion of a DD program will provide additional points to the Final Grade of the Master's Degree, according to [Luiss rules](#).

9. Useful contacts

9.1 For generic queries

International Development Office

email: international@luiss.it

9.2 For program related queries:

Program	Contact person	Email and number
<u>Marketing Analytics with Tilburg University</u>	Laura Bernaola Picca	lbernaolapicca@luiss.it +39 06 85225471
<u>Strategic Marketing with Maastricht University</u>	Cristiano Rimessi	crimessi@luiss.it +39 06 85225592

Published on 13 December 2023.