

## Bachelor of course of study in linguistic mediation Address tourism and made in Italy sciences

**Academic Year • 2023/2024**



**ACADEMIC YEAR 2022-2023 The SSML SALERNO** (Scuola Superiore di Mediazione Linguistica) was established on the initiative of the **FONDAZIONE ISTITUTO TESEO ALTA FORMAZIONE E RICERCA**, its managing body, through recognition by the Ministry of University and Research with Ministerial Decree number 2748 of 23/11/2021 (Official Gazette No. 12 of 17/01/2022) as a pole of higher studies and research, that from the academic year 2021/2022 has activated the three-year course of **LINGUISTIC MEDIATION** (CL-12) with 20 places available. Three academic years, for a total of 180 CFM (mediation training credits) that allow the student, among other things, to achieve a high-level linguistic and cultural training, both oral and written, in two or three Western and Eastern European foreign languages and at the same time to acquire the technical-scientific skills necessary for the professional profile of linguistic mediator. In fact, in line with modern internationalization processes, the **SSML SALERNO** with its three-year course of study (degree classes number 12) trains future professionals in the field of linguistic mediation and international **COMMUNICATION**, both in a theoretical and applicative perspective, to meet the needs of the global market. The three-year course of study is aimed at graduate and university students, graduates and professionals, with the aim of building an excellent curriculum based on a first-rate university education in the field of linguistic mediation, communication and business marketing and on a necessary experiential learning prospective for the purpose of a concrete positioning in the labor market. After obtaining the three-year diploma, the student can enroll in the master's degree course in Interpreter and Translator (LM-94) and in International Relations (LM-52) at all public and private universities.

## THE CONTENTS OF THE TRAINING OFFER BACHELOR OF COURSE OF STUDY IN LINGUISTIC MEDIATION ADDRESS

### SCIENCES OF TOURISM AND MADE IN ITALY

The proposed training offer is unique in its kind; in fact, it integrates the study of linguistic disciplines with disciplines related to the world of communication, marketing and the lasting learning of foreign languages in frontal mode at the headquarters of San Cipriano Picentino (Sa). The course therefore provides for the study of the English and Spanish languages mandatory for three years, the choice of a second language in the second year between German and Romanian. Equal importance is given to economic-legal, socio-psychological, historical and visual communication subjects, through supplementary teaching modules; joint summer-school, winter-school, activated with foreign universities; other training activities such as: professional masters, seminars. In addition, students are offered the opportunity to carry out internships and internships in Italy and abroad, at companies and universities. The language courses provide for the integration of a part of the course carried out by native speakers. The student will acquire a series of transversal skills useful to enter, without difficulty, in the global labor market, as he has excellent linguistic-communicative skills and with an important critical knowledge of communication and corporate culture. **INTEGRATIVE ACTIVITIES** A rich range of related and integrative



activities gives the course an exclusive and professionalizing interdisciplinary character. Internships, laboratories, project work, study experiences abroad and internship opportunities give the **TRIENNALE** a cut not only theoretical but also practical activities and ensures that this course of study trains students and valid professionals to be included in the business and international scenario. In fact, they will be able to collaborate with Italian, Anglo-Saxon, Romanian, Spanish-speaking companies, using communication as a successful tool. The SSML Salerno has in fact signed 10 protocols of in-tesa with Romanian, Brazilian, Moldovan, Serbian, English, Hungarian and Mozambican Universities, aimed at the activation of Erasmus Plus and Erasmus Mundus programs, which will allow students of SSML Salerno to be able to carry out study periods abroad. SSML Salerno has joined the Turandot and Marco Polo programs, to receive Chinese students at its headquarters.



## Study Plan of the Bachelor in Linguistic Mediation address Sciences of Tourism and Made in Italy (CL-12)

	TEACHING	SSD	CFM	ACADEMIC YEAR
1	Psychology of Work and Tourism	M-PSI/06	6	First
2	Applied linguistics	L-LIN/01	6	First
3	Contemporary Italian Language and Literature	L-FIL-LET/11	6	First
4	IT Tools for Linguistic Mediation	INF/01	3	First
5	English Language and Linguistic Mediation 1 First Language English	L-LIN/12	18	First
6	Spanish Language and Linguistic Mediation 1 second language Spanish	L-LIN/07	18	First
			<b>57 CFM</b>	
	TEACHING	SSD	CFM	ACADEMIC YEAR
7	Exams of the student's free choice	See list	6	Second
8	Digital Communication for the Tourism and International Trade Sector	SPS/08	6	Second
9	Culture and Civilization – First English Language	L-LIN//10	6	Second
10	Culture and Civilization Second Language Spanish	L-LIN/05	6	Second
11	English Language and Linguistic Mediation 2 First language English	L-LIN/12	18	Second
12	Spanish Language and Linguistic Mediation 2 second language Spanish	L-LIN/07	18	Second
			<b>60 CFM</b>	
	TEACHING	SSD	CFM	ACADEMIC YEAR
13	German Culture and Civilization I	L-LIN/13	6	third
14	Human Resources in Tourism	-M-PED/01	6	third
15	Exams of the student's free choice	See list	6	third
16	English Language and Linguistic Mediation 3 First language English	L-LIN/12	18	third
17	Spanish Language and Linguistic Mediation 3 second language Spanish	L-LIN/07	18	third
18	Professional Internship		3	third
19	Final exam		6	third
			<b>63 CFM</b>	

## LIST OF EXAMS OF FREE CHOICE OF THE STUDENT OF 6 CFM

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| <ol style="list-style-type: none"> <li>1) L-LIN/12-English for Fashion</li> <li>2) L-LIN/14-German language and translation</li> <li>3) L-LIN/17-Romanian language and culture</li> <li>4) L-LIN/03-French Literature for Fashion</li> <li>5) IUS/13- Cybercrime and Cyber Security</li> <li>6) SPS/08-Sociology of Communication and Fashion</li> <li>7) IUS/13 International Law</li> <li>8) IUS/17 Privacy Policy and Administrative Procedures</li> <li>9) IUS/01-Private Law, Consumer Law of Tourist Services</li> </ol> | <ol style="list-style-type: none"> <li>10) SECS-P/12 Food-Design. Points of consumption and identity of places</li> <li>11) SPS/08-Sociology of Political Communication</li> <li>12) SPS/08-Sociology of Knowledge and Institutional Relations</li> <li>13) SPS/08-Fashion and Styles Analysis</li> <li>14) L-LIN/10-English Literature for Fashion</li> <li>15) L-FIL-LET/10-Fashion in Italian literature</li> <li>16) L-FIL-LET/11-Fashion Scriptures</li> <li>17) M-FIL/05-Semiotics of Fashion</li> </ol> |
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## SUPPLEMENTARY LABORATORY TEACHING MODULES 130 HOURS

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| <ol style="list-style-type: none"> <li>1) SECS-P/02-Strategies for the Development of International Trade</li> <li>2) SECS-P/07-Management of Tourist Companies</li> <li>3) M-PSI/05-Social and Work Psychology</li> <li>4) M-DEA/01-Anthropology of Tourism</li> <li>5) INF/01- SECS-P/08 Tourism Marketing</li> <li>6) INF/01- SECS-S/03 Tourism Statistics</li> <li>7) History of Art L-ART/01</li> <li>8) International Law IUS/13</li> <li>9)</li> <li>10) Tourist Technique M-DEA/01</li> <li>11) History of the Mediterranean Diet M-MED/02</li> <li>12) Transport in the tourism sector SECS-P/07</li> <li>13) Tourist accommodation SECS-P/07</li> <li>14) Taxation in the tourism sector SECS-P/07</li> <li>15) The History of Tourism SECS-P/12</li> <li>16) European Tourism Legislation IUS/01</li> </ol> | <ol style="list-style-type: none"> <li>17) Business Administration SECS-P/07</li> <li>18) Tourism Medicine M-PSI/05</li> <li>19) Tourism Contract Law IUS/07</li> <li>20) Non-hotel activities IUS 16</li> <li>21) The third sector of Tourism Non-profit associations SPS/07</li> <li>22) History of folk traditions M-DEA/01</li> <li>23) Sociology of Tourism SPS/07</li> <li>24) Environmental Policies SECS-P/01</li> <li>25) Business Administration SECS-P/07</li> <li>26) Application of COVID 19 Guidelines M-MED/01</li> <li>27) International Economics and Finance SECS-P/11</li> <li>28) History of Nineteenth-Century Italian Music: The Melodrama "Made in Italy" L-ART/01</li> <li>29) Neuromarketing M-PSI/01</li> <li>30) Psychology of Creativity M-PSI/01</li> </ol> |
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**Period and duration of the bachelor course:** three years with the beginning of the first academic year October-November 2022

**Location:** HEADQUARTERS OF SAN CIPRIANO PICENTINO (SA)

**Lezioni:** frontal over 10 academic months

**Total duration of the course for each academic year:** 360 hours per year equal to 60 CFM

**Theoretical lessons:** 180 hours partly online

**Theoretical/practical hours and laboratory:** 180 hours in full presence

**Title awarded at the end of the three-year period:** bachelor's degree in linguistic mediation (CL-12)