Università di Scienze Gastronomiche di Pollenzo
University of Gastronomic Sciences of Pollenzo

ANNOUNCEMENT OF THE ESTABLISHMENT OF THE 1° LEVEL MASTER IN FOOD COMMUNICATION & MARKETING FROM MARCH 2027 TO MARCH 2028 ACADEMIC YEAR 2026/2027

GENERAL INFORMATION

The Università degli Studi di Scienze Gastronomiche, pursuant to Ministry of Education Decree no. 270 of October 22, 2004 establishes the 1° level Master in Food Communication & Marketing (hereinafter referred to as "Master") to be held in the Academic Year 2026/27.

The Master is established by the Università degli Studi di Scienze Gastronomiche, Piazza Vittorio Emanuele 9, Pollenzo-Bra (Cuneo), hereinafter referred to as "UNISG".

The Master program starts on **March 17, 2027** and comprises a total of 60 CFU credits.

ADMISSION REQUIREMENTS

The Master is open to all graduated students in possession of an undergraduate, bachelor or other post-secondary degree in any field, comprising a minimum of the equivalent of three years of full-time study, and worth university credit. Final-year students may start the Master program as auditors if they are still to obtain their undergraduate degree.

The Master administration may choose, at its own discretion, to open enrollment to the Master to a maximum of 5 students who, though lacking the necessary academic requirements to enroll as students, have a solid professional background in the food and wine sector (these students will be hereinafter referred to as non-degree students).

Non-degree students (auditors) shall submit their dossier according to the deadlines and modalities set forth in section 4 of this announcement. Non-degree students are subject to all payment deadlines and all conditions as set forth in section 4 of this announcement. The selection and subsequent admission of non-degree applicants to the Master may not be appealed and is at the sole discretion of UNISG. Non-degree students have no obligation to take tests or exams.

HOW TO PRE ENROLL

In order to participate in the admissions to the Master, applicants must carry out the registration procedure on the UNISG website (www.unisg.it).

1. Register your personal data and create username and password, online through this website: https://unisg.esse3.cineca.it/Start.do;jsessionid=A3BC1F6BA3D38A6507A7F2E603399A5E.esse3-unisg-prod-01?cod_lingua=eng;
2. On the top right of the MENU select *Registration;*
3. Follow the entire Web Registration process;
4. Once you have completed Web Registration, on the top right of the MENU select *Login;*
5. Insert your username and password (defined during the registration process) and login into the Reserved Area;
6. On the top right of the MENU select *Registrar Office – Pre-enrollment*;
7. Select the **Master in Food Communication & Marketing**.

The process consists in:

- registering online;
- completing a motivational test;
- uploading the documents for the application dossier.

The application dossier must contain the following documents:

- Motivational Test (downloadable here and from the online application page);
- Personal essay describing your motivations and reasons for applying to the Master (approx. 400-500 words);
- Curriculum Vitae (résumé);
- University transcripts and scanned copy of your Bachelor Degree*;
- Optional letters of recommendation (could be from academic and/or professional experience; should be uploaded directly to your online dossier as signed PDF documents);
- Optional certificates of participation in relevant extra-curricular activities.

Please upload documents in either PDF, Word or JPG format.

***Note:**
The following legalization documents will be accepted (with issuing authority indicated in parentheses) for diplomas accredited:

- within Italy: self-certification of final grade and title (self-generated) or certificate of graduation (registrar);
- within the EU, EEA, Turkey and Switzerland: "Diploma Supplement" (registrar);
- outside of the EU, EEA, Turkey and Switzerland: "Declaration of Value" (Italian consulate), "Statement of Comparability" (ENIC-NARIC - CIMEA), Degree Verification (National Student Clearinghouse) or digitally authenticated transcripts (e.g., National Student Clearinghouse, GlobalSign, Transcripts Network).

A digital copy of the relevant legalization document must be received by the Registrar Office no later than the first day of the Master.

- All Non-EU candidates are required to pre-enroll through the consulate, a process that must be completed online through the Universitaly portal, in order to then apply for a study visa.

- As appointments are limited, such students should book an appointment with the relevant consular representative even prior to their admission to the program in order to complete the pre-enrollment and visa request processes successfully and within the necessary time frame. Students from all countries are eligible to apply.

- Detailed information can be found in the "Apply for a study visa and legalize academic titles" on the International Student Start Point page of our website. Applicants from Colombia and India should take note of the "Special Cases" section, as the visa processes in both countries has recently proven especially long and complex.

SELECTION AND ADMISSION OF APPLICANTS

Selection and subsequent admission of candidates to the Master is carried out, with unappealable judgment by UNISG. Selection and admission are based on the evaluation of the applicant's dossier. Each applicant will be given a score according to his/her dossier, applicants will be ranked according to their scores; the top **30** applicants will be admitted. In the event that two candidates have the same score, a qualitative judgement will be made by UNISG.

The maximum number of students that may be enrolled is 30 and the minimum is 15. The Board of Directors may decide to exceed the above-stated limit and enroll more students that meet the selection criteria. Should this lower limit not be reached, UNISG has the right to not undertake the Master. Students who enrolled in the Master shall be informed of such a decision by email or registered mail. Within 7 days of the aforesaid decision UNISG shall refund enrolled students any fees they have already paid without any surcharge and/or additional expense due to accrued interests and/or currency appreciation.

Admitted students must pay the deposit component of the university fees within 8 days of the online notification of admission and send a payment confirmation via email to segreteria@unisg.it. Possible extensions of payment deadlines may be communicated by email. Students who do not pay the deposit component of the university fees within the aforementioned deadline will be regarded as having forgone their admission to the Master and their place may be given to a student from the waiting list.

The deposit shall, moreover, constitute acceptance by the admitted candidate of the general conditions outlined herein, and of the resulting obligation on the part of the student to pay all of the university fees, with the understanding of the student's right to withdraw under the terms defined in the previous article. Failure to pay any of the subsequent installments grants UNISG the right to remove the insolvent student from the Master and to cease providing him/her with any related services. Such a student is nonetheless required to pay all of the university fees. In consideration of the fact that the costs and charges borne by UNISG to undertake the Master are in the majority fixed and non-recoverable (a fact that admitted students acknowledge), any refund of all or part of the university fees is not possible, with the exception of the terms and conditions defined in section 6.

IMPORTANT DEADLINES

	EARLY ADMISSION SESSION	**SECOND ADMISSION SESSION**
Admission Deadline	September 7, 2026	November 30, 2026
Ranking List Available Online	September 14, 2026	December 7, 2026
Deadline for payment of deposit to guarantee enrollment	Within one week after the communication of the results	

Incomplete applications will not be considered.
Applications following the second admission deadline will only be considered provided the maximum number of admitted applicants has not yet been reached.

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UNIVERSITY FEE PAYMENT REGULATIONS

Admitted students will be notified of their admission status through the online portal and must then pay the deposit, which serves as the first payment of university fees, within 8 days of the date of the notification of admission.

The university fees for the Master program amount to 16,500.00 Euros and are payable in three installments as follows:

Payment	University Fees	Deadlines
Deposit	€2000	8 days of admission notification
1st installment	€8500	March 10, 2027
2nd installment	€6000	August 31, 2027

The university fees include the following:

- all academic activities, including conferences, tastings, and seminars;
- study material (in digital format);
- all study trip expenses as programmed, including travel, food and lodging;
- participation in all UNISG and Slow Food events as included in the Master program;
- access to Career Office services (food sector job placement);
- enrollment certificates, receipts of payment, official transcripts and international legalization of diploma for non-Italian students, including mailing fees.

➢ Admitted candidates who pay the deposit within 8 days following the online publication of the early admission rankings on September 14, 2026 are entitled to a **10% early bird discount**, equal to €1650, to be applied to the 2nd installment of university fees.

UNISG scholarship applicants must complete and submit their applications ASAP, and in any case prior to the general application deadline, so that their eligibility can be determined. More information regarding the scholarship request process can be found on the Scholarships & Financial Aid page of the Master.

Candidates who submit an application for a UNISG total exemption from university fees and are not awarded an exemption despite meeting all the requirements, and who subsequently do not enroll in the program, are entitled to a full refund of the deposit.

➢ All UNISG students who have graduated or are in the process of successfully graduating from either the Three-Year Undergraduate, 2-Year Graduate or on of the Master programs at UNISG, and who then go on to enroll in a second program at UNISG, are eligible to receive a discount applied to the second installment of the university fees for the second program.

How to pay the deposit
With bank transfer: Università degli Studi di Scienze Gastronomiche Banca Intesa Sanpaolo spa Iban: IT 05 K 03069 09606 100000101172 Swift/Bic: BCITITMM REFERENCE: the candidate's last name, along with the words "admission fee FC"

OR
Università degli Studi di Scienze Gastronomiche
Banca: UNICREDIT BANCA
Indirizzo filiale: C.SO GARIBALDI Corso Garibaldi, 66-68 - 12042 Bra
Iban: IT 48 V 02008 46041 000041352940
Swift/Bic: UNCRITM1R34
REFERENCE: the candidate's last name, along with the words "admission fee FC"

By Pago PA Platform (only for Italian bank account holders)
Immediately after submitting your Dossier, is possible to pay through PagoPA services by accessing your personal portal with your credentials: go to the Pre-enrollment summary and click on the button PAYMENTS at the bottom of the page.

CREDIT CARD (IN-PERSON, CONTACTLESS)
Payment can be made directly at the Administration Office using a credit card equipped with contactless technology, by appointment only, by emailing amministrazione@unisg.it.

ONLINE LINK (REMOTE PAYMENT)
Remote online payments can be made by requesting a secure, dedicated payment link from the Administration Office (amministrazione@unisg.it). Once you receive the link via email, you can complete the transaction by entering your card details.

UNISG will issue a certificate of enrollment and, on request, a payment receipt. No invoice will be issued as the Master is considered a part of the University's institutional activities and not as a commercial service.

In the event that a student chooses to withdraw from the Master after having accepted entry into the program, the student will be eligible for a partial reimbursement of the university fees as indicated in the schedule outlined below:

Deadline to Withdraw	% of deposit to be reimbursed	% of 1st installment to be reimbursed (if paid)	% of 2nd installment to be reimbursed (if paid)
Up until 30 days prior to Master start date;	50%	100%	100%
From 30 days prior to Master start date;	0%	100%	100%
From Master start date until 30 days following Master start date;	0%	80%	100%
30 days following Master start date until 90 days following the Master start date;	0%	30%	80%
90 days following Master start date.	0%	0%	80%

Students who are not granted a study visa will receive a full refund of the deposit, subject to submission of official documentation certifying the visa refusal.

Students who fall behind in their payments will not be allowed to proceed with their studies (i.e., to take exams or participate in study trips).

ATTENDANCE

Attendance in classes and activities is compulsory. Individual student absences may not exceed 20% of the total number of Master activity hours. Any absence exceeding this limit, if due to illness or otherwise

serious reasons (backed by adequate evidence), shall be taken into account by the Master Convenor when evaluations are made for granting a Master's Degree.

CERTIFICATIONS

Admitted students who complete the entire program and pass all the exams and tests will receive a First Level Master Degree 60 ECTS credits.
Admitted non-degree students (auditors) who attend at least 80% of the program activities will receive a Certificate of Attendance from UNISG. The Certificate is not an academic qualification, nor does it confer university credit.

INFORMATION PURSUANT TO LEGISLATIVE DECREE 196/2003

Pursuant to the laws in force regarding processing of personal data, UNISG hereby states that it will use applicants' and students' personal data only for internal and administration purposes and that personal data will be treated with respect to and within the laws in force. Non-sensitive personal information may be used on the websites managed by or related to UNISG and/or its sponsors and through other forms of publication.

For further information: Email: segreteria@unisg.it Phone: +39 0172 458502

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