



Call for Applications Mobility a. y. 2025-2026: 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- English-taught track- during the academic year 2024-2025

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

Applications can be submitted from 8 January 2025 to 24 January 2025 by 5:00 pm

Application Deadline	24 January 2025 at 5.00 PM
Selection Results	By 21 February 2025
Confirmation of participation	Required 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, regarding credits, 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. 2025-2026 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 to pay 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 relevant study plan and its rules. 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 for the registration of the grades.

Selected students are eligible for an Erasmus+ grant. The allocation of the grant will depend on the annual fund for Erasmus+ available to the European Commission. Further information on the topic will be shared with students in the summer period (summer 2025).

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 table 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. To take part in the DD, selected students are required to choose that specific major at the end of the first academic year, according to the rules for the completion of the study plan.¹ The choice of the major takes place at the end of the first academic year, in the terms and deadlines established by the Luiss Student Office. The relevant majors for each DD are listed in the point 2.5 “Summary of requirements by program”.

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

2.2 Weighted average grade

The weighted average grade will be calculated based on the data available to the Student Office by 17 February 2025.

2.3 Exams

Students are required to pass all exams graded on a 30-point scale taught during the 1st semester and have the relevant grades registered by 17 February 2025.

Students are strongly encouraged to pass all exams taught during the 2nd semester, ahead of the mobility year (for details see 2.5 “Summary of requirements by program”).

2.4 English language certifications

The English language certificates must not be older than two years from the start of the mobility period (1 September 2025). Hence, we will consider as valid the English-language certificates listed at the point 2.5 that have been obtained from September 2023 onwards. Applicants must meet the requirements using a single test.

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 the table at the point 2.5, section “English Language” will be accepted.

For the selection process of this call, the English level achieved in the admission test will not be considered.

If a Luiss student does not possess an English language certification issued by the Luiss Language Center (CLA) nor one of the requested certificates, the student has the possibility to take an ad hoc, free of charge test at the Accademia Linguistica Trinity School di Roma (Via dei Mille, 35) by 21 January 2025. To register, please send an email to the CLA at cla@luiss.it no later than 13 January 2025, by 1:00 PM. Please cc into your email the International Development Office using international@luiss.it. 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 13.



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 should be aware that this is a fee-paying assessment test, which shall be booked 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	Analytics	By 17 February 2025: equal to or above 26/30	By 17 February 2025: All exams of the 1st semester must be taken and registered by this date	Only one of the following certificates will be accepted: <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	Customer Engagement & Relationship Management	By 17 February 2025: equal to or above 26/30	By 17 February 2025: All exams of the 1st semester must be taken and registered by this date	Only one of the following certificates will be accepted: <ul style="list-style-type: none"> • TOEFL min. 91/120 IBT • IELTS min. 7.0 • DUOLINGO min.125 • Cambridge: CPE, 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

3.1.1 Graduation at Luiss

Please note that the first Luiss graduation session available for students taking part in this program is the summer session in June/July 2026, provided that the Transcripts of Records are shared in time by Tilburg University; otherwise students will be able to graduate in the autumn session in October/November 2026.

3.1.2 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 check with Tilburg University to see whether they 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 2026 (depending on the availability of the Transcripts of Records) or in October/November 2026. If students discuss their theses in October/November 2026 at Luiss, they will get the Maastricht degree in the Spring 2027.

4. Application procedure

Applications can be submitted from 8 to 24 January 2025 by 5:00 pm. To apply, students must complete the application form and upload the required attachments through 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 and to double check the data entered in the application. If an error has occurred in the ranking of the preferences, applicants are required to flag it as soon as possible via email to the International Development Office and in any case no later than 31st January 2025. Please note that the request will be reviewed and evaluated, and as a result, approval is not guaranteed.

If students have any questions regarding the documents to upload or require further details about the required documentation, they are encouraged to reach out to the International Development Office for assistance before the application deadline.

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

Furthermore, students that might require compensatory tools or dispensatory measures during the mobility are invited to get in contact with the International Development Office at 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 among DD Programs

Eligible students have the option to apply to both DD Programs included in this Call for Applications. Applicants have opportunity to apply for one to two options, but it is not mandatory to apply for both. We encourage applicants to apply only for the programs they have a real interest in and for which all requirements are met.

Applicants will be required to rank their preferences during the application process.

Students that have been selected for one DD included in their list of preference will be automatically removed from the selection procedures of the other DD program.

Students who are not selected for any DD can remain on the waiting list for both DD. If they are offered a place from any waiting list (regardless of their preference) and they confirm their participation, they will be subsequently removed from the other waiting list.

Refusal or failure to confirm selection for the DD program will result in the applicant's official withdrawal from all DD programs in this call.

4.2 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 "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 "Acceptance", they will remain eligible for the International Student Exchange program.



4.3 Compatibility with ENGAGE.EU Program

The double degree program might be incompatible with some ENGAGE.EU mobility programs. Students interested in both programs are urged to check academic calendars accordingly and ask the ENGAGE office for confirmation.

4.4 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 Passport³.
4. One motivation letter in English explaining your reasons for pursuing a Double Degree program.
The letter should include:
 - your personal reasons for applying
 - the academic reasons that make you a good fit for the program
 - examples of soft skills that make you a suitable candidate (e.g. real life examples of proactivity, adaptability, problem solving skills).
 The letter should be approx. 500 words.
Applicants only need to submit one letter for all the programs they are applying to, so there is no need to upload a separate letter for each individual program of interest.
5. Bachelor's Degree diploma or an equivalent official certification, including the final grade.
6. Other certificates that could benefit your application (optional)

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 or 2026 are requested to apply for a new passport and make sure it will be issued in time.

5. Selection

Eligible candidates will be ranked after the assessment of their academic performance and the criteria reported in the table below. The academic performance will be calculated on the data available to the Student Office by 17 February 2025. Candidates are responsible to check its accuracy in due time.

Criterion	Percentage	Details
Weighted GPA	35%	Starting from the minimum valid grade (18/30) .
Registered ECTS credits	33%	The academic score will take under consideration all registered credits valid towards one's degree (excluding internships). Credits must be registered by 17 February 2025. Please note that additional courses (corsi liberi) will not be taken into consideration. Credits from early exams will be counted but only up to the maximum score for this criterion, which is 33% of the total score calculation.
English language level	25%	To be calculated according to 6 levels (from A1 to C2) of the CEFR standard
Bachelor's Degree final grade	5%	Starting from 100 and up to 110 cum laude
Registered ECTS credits for Internship	2%	Credits registered in the current academic records for internship

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	

5.1.1 Bachelor's Degree and International Secondary School Diploma

To be assigned the corresponding English language level, applicants are required to attach an official certificate (self-certifications are excluded) explicitly stating that the language of instruction and examination is English. Diplomas from International Secondary Schools or Universities that certify courses taken in a bilingual format will not be accepted.

5.2 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.

5.3 Ex aequo

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

5.4 Privacy Notice

We encourage all applicants to review the Appendix 1, which includes important information about the privacy notice. Understanding these guidelines will help you stay informed about how your data is handled and protected throughout your studies.

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 21 February, 2025 (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.

Please note that once the student is selected for the Double Degree, the student will be responsible for enrolling in the applicable major.

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.

Any refusal submitted after a candidate has accepted the offer for a slot will be forwarded to the Deputy Rector for Teaching and Quality, who, in collaboration with the Dean of the Graduate School and the



Director of Academic Affairs, will assess the justification provided. Refusals deemed inadequately justified will be reported to the Graduation Commission.

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:

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

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Appendix 1-Privacy Notice

Informativa ex 13 Reg. 2016/679/UE

Prefazione

La presente informativa descrive le caratteristiche del trattamento effettuato dalla Luiss in relazione ai dati personali forniti da coloro che intendono candidarsi alle procedure di selezione per la presente Call for Applications ed evidenzia i loro diritti statutari al riguardo.

L'informativa viene periodicamente aggiornata per tenere conto dell'evoluzione normativa e delle nuove modalità di trattamento dei dati personali.

Quali dati personali raccogliamo?

Il Titolare raccoglie e tratta i seguenti dati personali dell'interessato:

- dati identificativi (nome, cognome, passaporto, fotografia);
- dati di contatto (indirizzo permanente, indirizzo attuale, indirizzo e-mail e numero di telefono);
- documenti (es. certificazioni di lingua inglese, lettera motivazionale);
- curriculum vitae.

Perché raccogliamo i tuoi dati e perché il loro trattamento è lecito?

Il Titolare raccoglie e tratta i dati personali dell'interessato per il perseguimento delle seguenti finalità:

- per consentire all'interessato di inviare la propria candidatura e quindi partecipare alla selezione per il profilo ricercato (la base giuridica del trattamento è rinvenibile nello svolgimento di un incarico di interesse pubblico o connesso all'esercizio di pubblici poteri ai sensi dell'art. 6, par. 1, lett. e) del Reg. 2016/679/UE, nonché nel rapporto precontrattuale e contrattuale esistente tra l'interessato ed il Titolare);
- gestire, da un punto di vista amministrativo, la selezione dei candidati sulla base della valutazione di merito e del curriculum dell'interessato (la base giuridica del trattamento è rinvenibile nello svolgimento di un incarico di interesse pubblico o connesso all'esercizio di pubblici poteri ai sensi dell'art. 6, par. 1, lett. e) del Reg. 2016/679/UE, nonché nel rapporto precontrattuale e contrattuale esistente tra l'interessato ed il Titolare).

In che modo il Titolare del trattamento tratta i tuoi dati personali e per quanto tempo vengono conservati i dati?

I dati personali dell'interessato sono trattati sia in forma cartacea che elettronica (server, database cloud, software, ecc.).

Il Titolare conserva i dati dell'interessato per un periodo di tempo coerente con quanto prescritto dalla legge e tenuto conto del tempo necessario per il corretto raggiungimento delle finalità sopra indicate.

A chi comunichiamo i tuoi dati personali?

- **internamente**

Ai dati personali degli interessati possono accedere esclusivamente i dipendenti del Titolare e altro personale al fine di fornire agli interessati i servizi richiesti e limitatamente ai soli dati necessari a tal fine, in particolare:

- personale amministrativo;
- personale accademico;
- collaboratori.

I nostri dipendenti e altro personale sono stati informati e formati sull'importanza di osservare le regole e i principi che regolano il trattamento dei dati personali.

- **esternamente**

Il Titolare condivide i dati personali degli studenti iscritti con alcuni fornitori che svolgono un ruolo nell'erogazione dei servizi richiesti e che a tal fine sono stati appositamente nominati Responsabili esterni del trattamento. I fornitori che accedono ai dati lo fanno in conformità con la legge applicabile in materia di protezione dei dati e con le istruzioni impartite dal Titolare del trattamento.

Il Titolare del trattamento non condivide i dati personali degli interessati con soggetti esterni, salvo i casi in cui ciò sia richiesto dalla legge o da un'Autorità:

- se ciò è necessario per motivi di sicurezza nazionale;
- per motivi di interesse generale;
- su richiesta delle autorità pubbliche.

I tuoi dati vengono trasferiti all'estero?

I dati dell'interessato non sono trasferiti al di fuori dello Spazio Economico Europeo. Nell'eventualità in cui tale trasferimento si renda necessario, si applicheranno gli istituti previsti dal Titolo V del GDPR.

Quali sono i tuoi diritti in qualità di interessato e come puoi esercitarli?

Il Regolamento generale sulla protezione dei dati (GDPR) dell'Unione europea conferisce all'interessato diritti specifici, in particolare per quanto riguarda l'accesso ai dati, la rettifica dei dati, l'opposizione al trattamento dei dati per scopi commerciali o al trattamento automatizzato dei dati, la cancellazione dei dati, la limitazione del trattamento dei dati e la portabilità dei dati. Gli interessati hanno inoltre il diritto di proporre ricorso all'Autorità Garante per la protezione dei dati personali.

Gli interessati che intendano esercitare i diritti previsti dalla legge possono, senza formalità, inviare una e-mail all' indirizzo_privacy@luiss.it o scrivere al Titolare Luiss Guido Carli in Viale Pola 12, 00198 Roma, Italia, esponendo la loro richiesta e fornendo le informazioni necessarie per identificarli.

I dati di contatto del Responsabile della protezione dei dati (DPO) sono disponibili sul sito web del Titolare del trattamento all' [indirizzo www.luiss.it](http://indirizzo.www.luiss.it).

Privacy notice pursuant to art. 13 Reg. 2016/679/EU

Introduction

This privacy notice describes the characteristics of the processing undertaken by Luiss in relation to the personal data provided by those who intend to apply for selection procedures for the present Call for Applications and highlights their statutory rights in this regard.

The privacy notice is periodically updated to take account of regulatory developments and new methods of processing personal data.

What personal data do we collect?

The Controller collects and processes the following personal data:

- identification data (name, surname, passport, photograph);
- contact details (permanent address, current address, e-mail address and telephone number);
- documents (e.g. english language certifications, motivational letter);
- curriculum vitae.

Why do we collect your data and why is their processing lawful?

The Controller collects and processes the data subject's personal information in pursuit of the following purposes:

- to allow the data subject to send their candidacy and thus participate in the selection for the profile sought (the legal basis of the processing lies in the performance of a task of public interest or connected to the exercise of public authority pursuant to art. 6, par. 1, lett. e) of Reg. 2016/679/EU, and in the pre-contractual and contractual relation between the data subject and the Data Controller);
- to manage, from an administrative point of view, the selection of candidates based on the assessment of the merit and the curriculum of the data subject (the legal legitimacy of the processing lies in the performance of a task of public interest or connected to the exercise of public authority pursuant to art. 6, par. 1, lett. e) of Reg. 2016/679/EU, and in the pre-contractual and contractual relation between the data subject and the Data Controller).

How does the Controller process your personal data and how long is the data stored for?

The data subject's personal data are processed both on paper and electronically (servers, cloud database, software, etc.).

The Controller stores the data subject's data for a period consistent with what the law prescribes and having regard to the time required to correctly achieve the purposes stated above.

To whom do we communicate your personal data?

- **internally**

The personal data of data subjects can be accessed solely by the University's employees and other personnel to provide the data subjects with the requested services and limited solely to the data necessary to that end, in particular:

- administrative staff;
- academic staff;
- collaborators.

Our employees and other personnel have been informed and trained regarding the importance of observing the rules and principles governing the processing of personal data.

- **externally**

The Controller shares the personal data of registered students with some suppliers that play a role in providing the services requested and that have been specifically appointed as external Processors to that end. Suppliers that access data do so in compliance with applicable data protection law and the instructions given by the Controller.

The Data Controller does not share the personal data of data subjects to external parties, except in cases where it is required by law or by an Authority:

- if it is necessary on grounds of national security;
- for reasons of general interest;
- on foot of a request made by public authorities.

Are your data transferred abroad?

The data of the interested party are not transferred outside the European Economic Area. In the eventuality that this transfer is necessary the institutes provided for by Title V of the GDPR will be applied.

What are your rights as a data subject and how can you exercise them?

The European Union's General Data Protection Regulation (GDPR) grants data subject specific rights, in particular, regarding access to data, rectification of data, objection to processing of data for commercial purposes or automated processing of data, erasure of data, restrictions on processing of data and portability of data. Data subjects are also entitled to seek redress through the Data Protection Authority.

Any data subjects wishing to exercise their statutory rights may, without formality, send an e-mail to privacy@luiss.it or write to the Controller Luiss Guido Carli at Viale Pola 12, 00198 Rome, Italy, setting out their request and furnishing the information necessary to identify them.

The contact details of the Data Protection Officer (DPO) can be viewed on the Controller's website at www.luiss.it.