

Unife International

Communication strategy explained

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Giornata annuale dell'Internazionalizzazione
20 novembre 2012



Concept: Ferrara città universitaria

*Comunicare all'estero l'ateneo
e il territorio come un unico ecosistema*



Fattori di
comunicazione

Università

Offerta
didattica
La Ricerca
L'innovazione
La Storia
Clinica
Universitaria
Attività
Sportiva

Partner della
comunicazione

Ateneo

Territorio

Luoghi di
Interesse
Il Parco del Delta
Percorsi Naturalistici
Località di interesse
storico
Attività Sportive

Comune di
Ferrara

Provincia di
Ferrara

Tipicità

Prodotti tipici
Eventi culturali
Rievocazioni
storiche
La Tradizione

Camera di
commercio

Unindustria
Ente Fiere



Profilo di Utente:

Studenti 18-30
undergraduated
M 50,8%
49,2% F

Laureati 21-30
postgraduated
M 66,7%
33,3% F

Ricercatori 24-40

Docenti 30-50

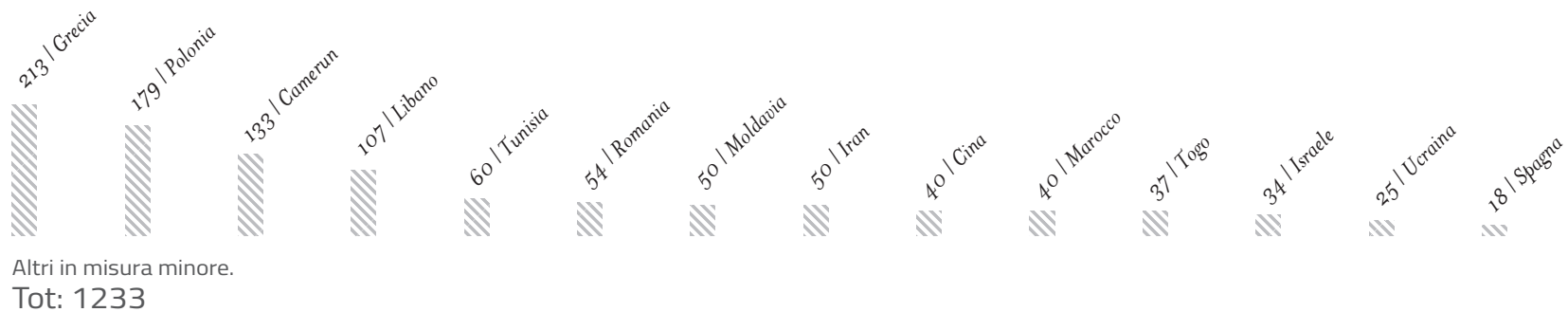
Provenienza: *Principali bacini di affluenza attuali*

Europa

Medio Oriente

Nord Africa

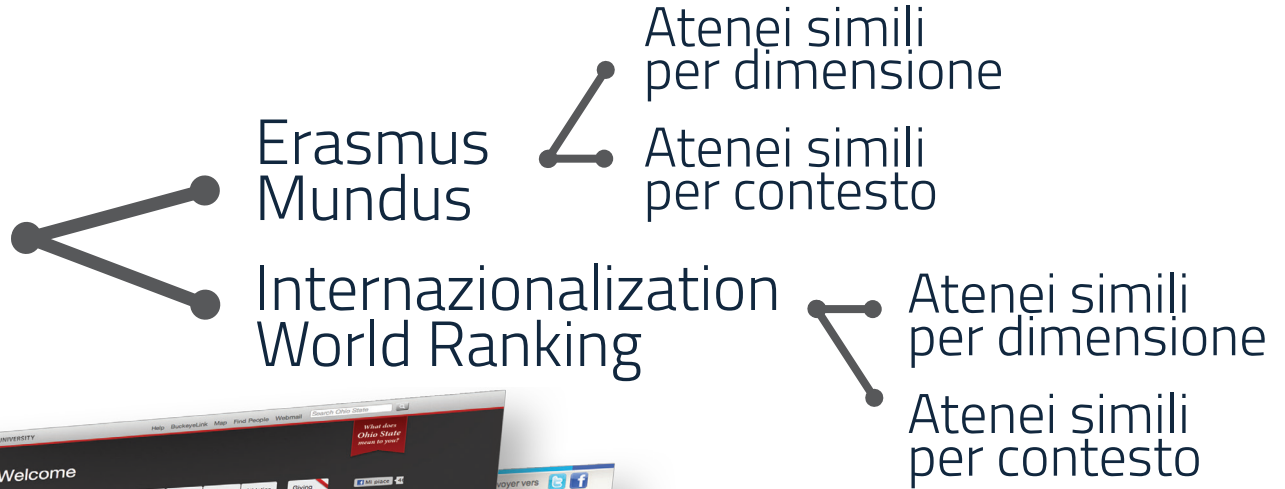
Asia



★ Le fasce di età maggiormente interessate vanno dai 18 ai 35 anni

★ L'utenza di riferimento è suddivisa equamente tra maschi e femmine

Analisi dei competitor internazionali



Fattori di Analisi critica

★ Immediatezza di comprensione

- semplicità di comprensione
- semplicità di utilizzo

★ Completezza

- completezza dei contenuti
- più livelli di approfondimento

★ Composizione

- modalità di esposizione
- cromie

Analisi degli approcci logici ed estetici presenti nello sviluppo di un progetto, per quanto riguarda le scelte formali e l'aggregazione degli elementi.



★ Cross-medialità'

- riversabilità su altri media
- bacino di utenza allargato
- multisensorialità

★ Inclusività'

- metodi di comunicazione inclusivi
- soddisfazione dei bisogni
- definizione di priorità

★ Community

- modalità di contatto
- possibilità di proporre contenuti e interazioni da parte degli utenti

Competitors

Analisi delle strategie e delle iniziative promosse dai principali 50 "competitor" similari ad unife per dimensione e vocazione.

1	Université Bordeaux 1	Fra	http://www.u-bordeaux1.fr/
2	Université Bordeaux Segalen	Fra	http://www.univ-bordeauxsegalen.fr/fr/index.html
3	The Ohio State University	Usa	http://www.osu.edu/
4	Heidelberg University	D	http://www.uni-heidelberg.de/index_e.html
5	Universidad de Murcia	Esp	http://www.um.es/
6	Université de Lorraine Nancy	Fra	http://www.univ-lorraine.fr/
7	Université de Provence	Fr	http://www.univ-provence.fr/
8	Freie Universität Berlin	De	http://www.fu-berlin.de/en/
9	Pontificia Universidade Católica Do Paraná - Pucpr	Br	http://www.pucpr.br/

Strategie cross-mediali

Proporre iniziative di comunicazione **dimensionate** in base alle nostre **necessità** garantisce a **sostenibilità** dell'intervento

Web

Media

Social

Print

Comm

Utili per la comunicazione integrata tra media diversificati

Identità del progetto

- riconoscibilità dell'iniziativa
- connotazione estetica

Comunicazione crossmediale

- gli stessi contenuti vengono veicolati tramite media diversi

Documenti cartaceo-digitali

- impaginati ibridi
- pdf
- qrcode (link web)

Documenti multimediali

- video
- infografica

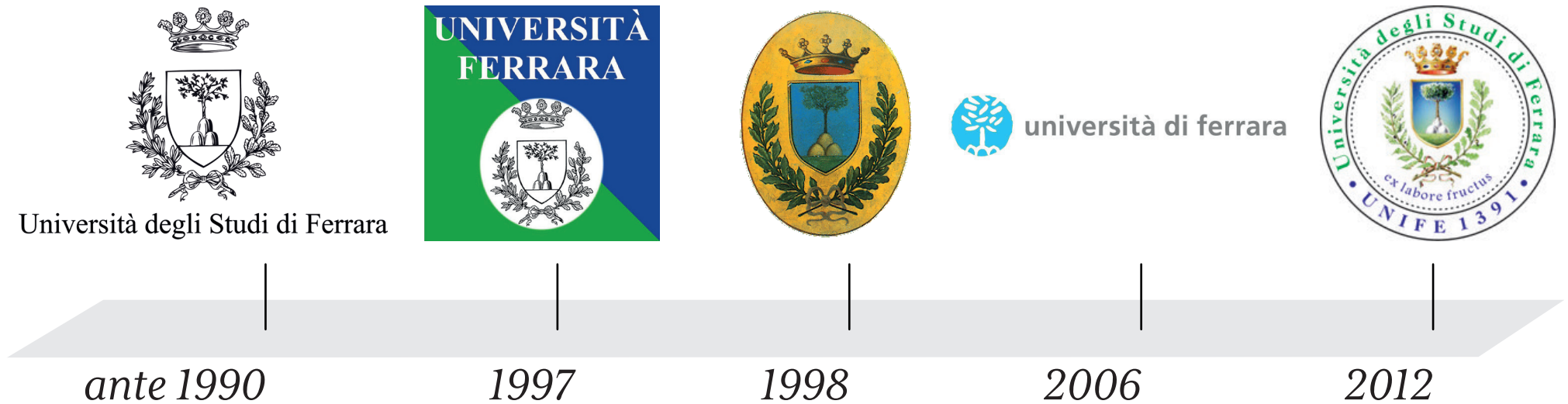
Web/Social Media

- contenitore dinamico
- integrazione sociale

Restyling identità

Rendere l'iniziativa di internazionalizzazione riconducibile alle politiche di comunicazione d'ateneo, uniformando il modello espositivo.

Trend evolutivo del logotipo unife



Linee guida

Step evolution - evitare salti compositivi troppo drastici che potrebbero confondere l'utente

1) Graficizzazione



2) Impiego di colori solidi

Le sfumature e i colori speciali, sono difficilmente rappresentabili dalle stampanti comuni rendendone difficile la corretta replicabilità

3) Modularità compositiva

Gli elementi grafici che compongono i marchi e gli impaginati grafici devono seguire un canone compositivo modulare

4) Economia di utilizzo

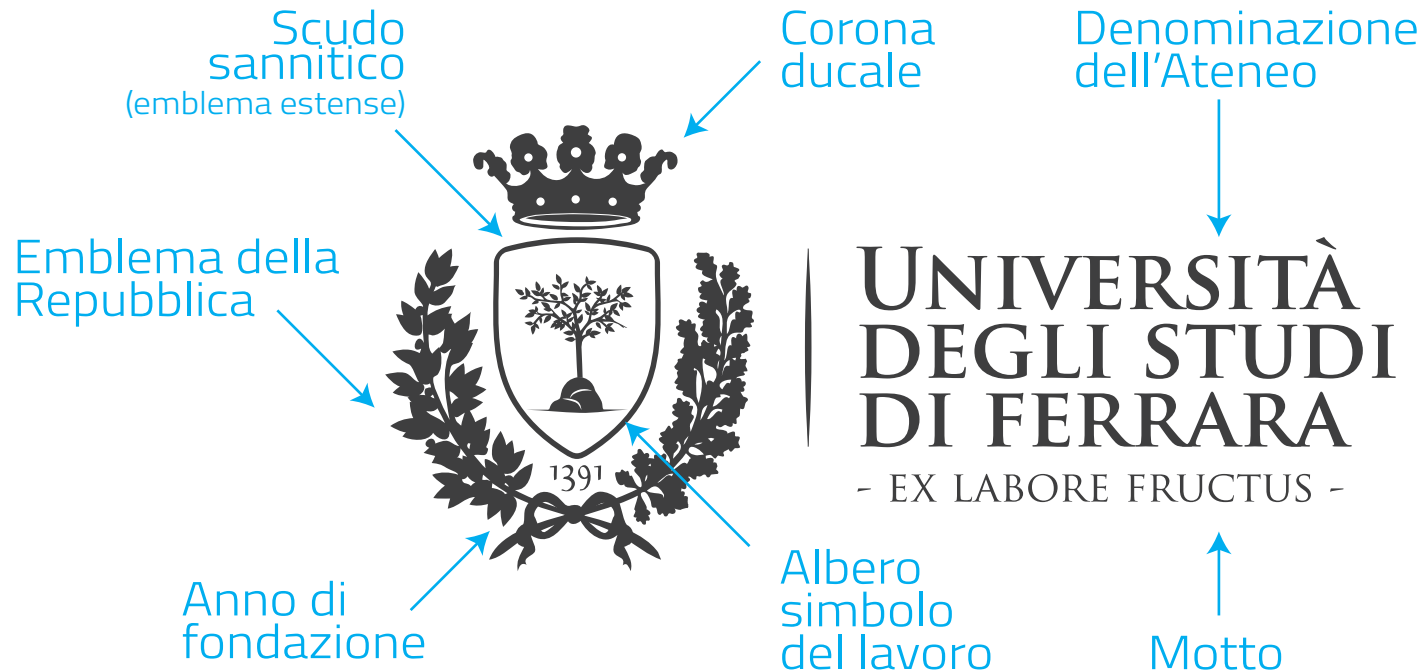
Incentivare l'utilizzo di elementi compositivi grafici che riducono i costi di riproduzione senza intaccare gli aspetti comunicativi

5) Fattori di riconoscibilità

Inserire elementi di legati alla tradizione del marchio e rivisitandoli in chiave grafica, senza stravolgerne il significato simbolico

Identità 2013

Partiamo dalla graficizzazione del logo di Ateneo, per arrivare alla definizione del logo "Unife Inetrnational"



Colore solido per il logo
Antracite
Colore solenne che trasmette
solidità e durezza.



E' rappresentabile utilizzando la gamma del bianco e nero, permettendo un risparmio economico del 70% ogni volta che lo si rappresenta, rispetto al suo omologo a colori.

Sostenibilità



Identità 2013

Versione Italiana



UNIVERSITÀ
DEGLI STUDI
DI FERRARA
- EX LABORE FRUCTUS -

Versione Inglese



UNIVERSITY
OF FERRARA
- EX LABORE FRUCTUS -



UNIVERSITÀ
DEGLI STUDI
DI FERRARA
- EX LABORE FRUCTUS -



UNIVERSITY
OF FERRARA
- EX LABORE FRUCTUS -



Identità Unife international

Riconoscibilità del marchio



UNIFE
INTERNATIONAL
- UNIVERSITY OF FERRARA -




Il marchio grafico è stato progettato per essere riprodotto in maniera ottimale oltre che sui tradizionali supporti cartacei anche sui prodotti promozionali mediante serigrafia. La veste grafica lo rende ottimale anche per la comunicazione digitale e web

Identità Unife international

ROUTES
towards
sustainability

UNIFE INTERNATIONAL
- UNIVERSITY OF FERRARA -

Nome Cognome



Mansione
Sotto classe di mansione

Validità:
Gen 2012
Scadenza:
Gen 2013


UNIVERSITÀ DEGLI STUDI DI FERRARA

University of Ferrara
Via Savonarola, 9 - 44121 - Ferrara - ITALY
tel: +39 0532 293200 fax: +39 0532 293200
web: www.unife.it/en mail: ntg@unife.it

FSC Stampato su carta riciclata

UNIFE INTERNATIONAL
- UNIVERSITY OF FERRARA -

Nome Cognome



Mansione
Sotto classe di mansione

Validità:
Gen 2012
Scadenza:
Gen 2013

UNIVERSITÀ DEGLI STUDI DI FERRARA

Najah
ersity
STINE

The Humboldt
Universität, Berlin
GERMANY

Univers

South China
Technology,
Guangzhou
CHINA

The Universidad
Católica de Cordoba
ARGENTINA

The Université Ga
Berger de Saint-Loui
Sén
SENE



UNIVERSITÀ
DEGLI STUDI
DI FERRARA
- EX LABORE FRUCTUS -



UNIFE
INTERNATIONAL
- UNIVERSITY OF FERRARA -

University of Ferrara - Via Savonarola, 9 - 44121 - Ferrara - ITALY
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UNIFE INTERNATIONAL
- UNIVERSITY OF FERRARA -

ROUTES
towards
sustainability

ROUTES
toward
sustai

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Campi applicativi

Promozione all'estero

Impaginati pensati per essere fruibili sia in versione stampata che in digitale, mediante pdf.

Dimensioni ridotte, formato orizzontale, contenuti graficizzati, ed informazioni a più livelli di approfondimento coniugano il cartaceo al web.

Il QrCode permette di connettere un file cartaceo al suo omologo digitale.



QrCode
(web link)



Ferrara campus



QrCode
(web link)



Ferrara campus



The City

Founded in the 6th century, an important trading and political centre in the Middle Ages, Ferrara reached the highest peaks of Renaissance architecture and prestige with the Este family, one of the most enlightened courts of Europe, which hosted the most important scholars, writers and artists of the era. In 1995, UNESCO granted the city World Heritage status as a wonderful example of a city planned in the Renaissance still keeping its historical centre intact.

www.sitiunesco.it



Culture

Over the years, Ferrara has built up an international image as an art and culture city. Its full schedule of events, such as the exhibitions at Palazzo dei Diamanti, attracts visitors from different places and for different interests, every year. Twelve months of art, festivals, music and entertainment, but also fairs, festivals and street markets, which combine culture and high quality tourism in every corner of Ferrara.

www.ferraterreaacqua.it



Quality of life

The charm of its buildings, its wide linear streets and restful green areas, make Ferrara an admirable example of harmony and urban balance that has been maintained over the centuries. The high quality of life promotes relationships between the city's inhabitants, making Ferrara a very liveable city and easy to enjoy thanks to its numerous services and connections. The territory extends from the plain to the beaches and includes natural sites of rare beauty.

www.provincia.fe.it



History

The University of Ferrara, founded in 1391, is one of the oldest universities in Italy and its departments are located in prestigious historical buildings throughout the city. Its identity is rooted in the historical and cultural tradition that welcomed and formed illustrious figures such as Copernico and Paracelso. In terms of its size, facilities, quality and quantity of education and research, the university is a point of excellence within Italy, which is also shown by its excellent results in international rankings.

www.unife.it/ateneo/unife_si_presenta



Education

The University of Ferrara is split into 12 departments and 47 centres, offering over 50 degree courses and numerous research and post-graduate courses. Some facilities are located inside modern buildings, like the Chemistry/Biomedical Centre and the Science/Technology Centre, whereas others are located in ancient prestigious artistic and historical buildings.

www.unife.it/en



Ferrara Campus

There is a strong, not only urban-related, permeation between the city and the surrounding area. The university centres embrace Ferrara in a large single campus and city life is marked by the presence of young people who spill out of the university into the historic town centre. This connection is also expressed through the many cultural and educational initiatives organised by the university. The attractive city and university welcome students as citizens.

www.unife.it/comunicazione

Italian Qualification Framework



QrCode
(web link)

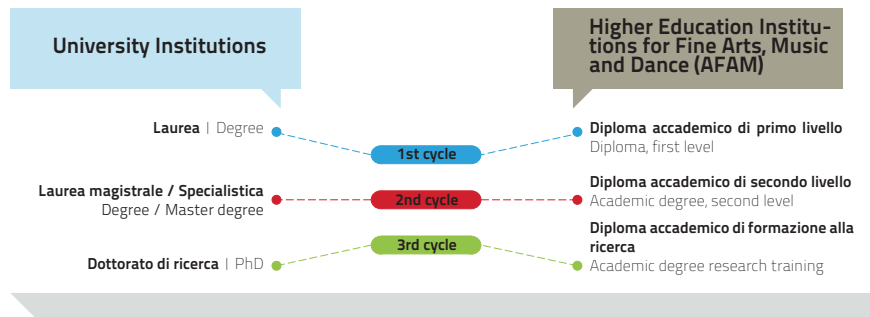


Italian Qualification Framework

In 2005, the Ministers of Higher Education of the Bologna Process signatory countries decided to develop the Qualifications Framework for the European Higher Education Area - QF for the EHEA.

The Framework comprises the three main cycles of Higher Education, as defined by the Bologna Process, and offers an overview of all qualifications awarded at the end of each cycle, with reference to the number of ECTS credits collected and to the learning outcomes (Dublin Descriptors).

The Qualifications Framework for the European Higher Education Area is aimed at facilitating the correct understanding and comparability of qualifications in the Higher Education systems of each country. A further aim of the Framework is to offer a comprehensive overview of the European teaching and learning system, targeted at students coming from all over the world.



University Institutions

- Diploma di specializzazione
Specialist degree
- Master universitario di primo livello
First level master
- Master universitario di secondo livello
Second level master
- Diploma di perfezionamento
Specialist post-graduate degree

Higher Education Institutions for Fine Arts, Music and Dance (AFAM)

- Academic specialisation diploma (I)
- Academic specialisation diploma (II)
- Specialisation diploma or Master's (I)
- Specialisation diploma or Master's (II)

H.Ed Institutions authorised to award recognised qualifications

- Diploma di mediatore linguistico
Higher Schools for Language Mediators
- Diploma di specializzazione in psicoterapia
Specialization Institutes / Schools in Psychotherapy



more detail on: www.quadrodeititoli.it

Undergraduated Courses



QrCode
(web link)

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www.unife.it/en

follow:



Undergraduated Courses



Undergraduate courses 2012/2013

Architecture

Industrial design
www.unife.it/interfacolta/design
Architecture (5 years)
www.unife.it/architettura/im.architettura

Economics

Economics
www.unife.it/economia/economia

Pharmacy

Pharmacy (5 years)
www.unife.it/farmacia/ls.farmacologia
Industrial Pharmacy (5 years)
www.unife.it/farmacia/ls.ctf

Law

Legal services operators
www.unife.it/giurisprudenza/operatore-servizi-giuridici
Law
(Joint degree with the University of Granada, Spain) - (5 years)
www.unife.it/giurisprudenza

Engineering

Civil and environmental engineering
www.unife.it/ing/civile
Electronic and computer science
www.unife.it/ing/informazione
Mechanical engineering
www.unife.it/ing/meccanica

Humanities

Philosophy and educational sciences
www.unife.it/lettere/letterefilosofia/filo.edu
Communication sciences and technologies
www.unife.it/lettere/letterefilosofia/comunicazione
Modern and classical languages and literatures
www.unife.it/lettere/letterefilosofia/lmc

Medicine and Surgery

Medicine and Surgery (6 years)
www.unife.it/medicina/ls.medicina
Dentistry (6 years)
www.unife.it/medicina/ls.odontoiatria
Sports and exercise sciences
www.unife.it/medicina/scienzemotore

Nursing
(Joint degree with the University of Uladech, Peru)
www.unife.it/medicina/infermieristica

Midwifery
(Joint degree with the University of Uladech, Peru)
www.unife.it/medicina/ostetricia

Physiotherapy
www.unife.it/medicina/fisioterapia

Speech Therapy
www.unife.it/medicina/logopedia

Psychiatric rehabilitation techniques
www.unife.it/medicina/riabilitazionepsichiatrica

Orthoptics and ophthalmic assistance
www.unife.it/medicina/ortottica

Health education (Rovereto, TN)
www.unife.it/medicina/educatore-sanitario

Medical imaging and radiotherapy techniques
www.unife.it/medicina/radiologiamedicina

Biomedical laboratory techniques
www.unife.it/medicina/laboratoriobimedicina

Dental Hygiene
www.unife.it/medicina/igienedentale

Dietetics
www.unife.it/medicina/dietistica

Mathematical, Physical and Natural Sciences

Chemistry
www.unife.it/scienze/chimica

Physics
www.unife.it/scienze/fisica

Mathematics
www.unife.it/scienze/matematica

Biological sciences
www.unife.it/scienze/biologia

Sciences and technology for cultural heritage
www.unife.it/scienze/beni.culturali

Geological sciences
www.unife.it/scienze/geologia

Computer sciences
www.unife.it/scienze/informatica

Economics

Economics, markets and management
www.unife.it/economia/im.economia

Engineering

Civil engineering
www.unife.it/ing/im.civile/

Electronics and telecommunication engineering
www.unife.it/ing/im.tlecele/

Computer and automation engineering
www.unife.it/ing/im.infoauto/

Mechanical engineering
www.unife.it/ing/im.meccanica/

Humanities

Culture and traditions of the Middle Ages and Renaissance
(Double degree with the University of Versailles-Saint-Quentin, France)
www.unife.it/lettere/letterefilosofia/culture

Foreign languages and literatures
(Double degree with the University of Valladolid and Cordoba - Spain)
www.unife.it/lettere/letterefilosofia/im.lingue

Philosophy
(Interuniversity degree with the University of Modena and Reggio Emilia and Parma)
www.unipr.it/node/528812

Mathematical, Physical and Natural Sciences

Chemical sciences
www.unife.it/scienze/ls.chimica

Ecology and evolution
www.unife.it/scienze/ls.ecologia

Physics (in English)
www.unife.it/scienze/im.physics

Mathematics
(Double degree - University of Orleans, France)
www.unife.it/scienze/ls.matematica

Biomolecular and cellular sciences
www.unife.it/scienze/ls.biomolecolare

Geological sciences, georesources and territory
www.unife.it/scienze/im.geologia

Agro-food technologies and industrial biotransformations
www.unife.it/scienze/tecnologie

Quaternary, prehistory and archaeology
(Double degree - Politécnico de Tomar, Portugal)
www.unife.it/interfacolta/im.preistoria

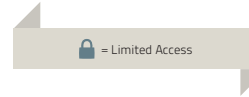
Medicine and Surgery

Nursing and midwifery sciences
www.unife.it/medicina/ls.infermieristica

Health and rehabilitation profession sciences
www.unife.it/medicina/ls.riabilitazione/

Sciences for technical-diagnostic health
www.unife.it/medicina/ls.tecnodiagnostiche/

Sciences and techniques of preventive and adaptive sports activities
www.unife.it/medicina/scienzemotorie



Research Doctorate



QrCode
(web link)



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44121 | Ferrara
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phone: +39 0532 293176
fax: +39 0532 293203
mail: mob_int@unife.it

www.unife.it/en

follow:



Research Doctorate



Research Doctorate

The Research Doctorate (PhD) programme is three years in length and is the highest academic degree. The training activities, including international experiences, are focused on forming high level researchers. The title is awarded after the presentation of a thesis. Each student has a supervisor. Admission is reserved for holders of the "Laurea ante riforma" or the "Laurea Specialistica/Laurea Magistrale" or an equivalent foreign degree. Students are admitted to doctoral courses after selection based on a call for applications.

Doctoral School in Life, Health and Environmental Sciences

- ▶ Biochemistry, molecular biology and biotechnology
- ▶ Evolutionary and environmental biology
- ▶ Molecular pharmacology and oncology
- ▶ Biomedical sciences
- ▶ Chemical Sciences
- ▶ Pharmaceutical Sciences

Doctoral School in Science and Technology

- ▶ Physics
- ▶ Mathematics and Computer Sciences
- ▶ Earth Sciences
- ▶ Engineering Sciences
- ▶ Technology of Architecture

Doctoral School in Humanities and Social Sciences

- ▶ Legal and historical-legal comparison
- ▶ Constitutional Law
- ▶ European Union Law
- ▶ Economics
- ▶ Sciences and Technology for Archaeology and Cultural Heritage
- ▶ Humanities and Social Sciences

The **University Institute for Higher Studies, IUSS - Ferrara 1391**, is a facility that offers university courses at undergraduate and graduate level with the highest qualification. It is a centre of studies open to Italian and international students with the following program:

- 1) **Doctoral courses** that prepare graduates to work with high level qualifications in both theoretical and applied research, on an international level.
- 2) **Courses for high specialisation** in professional areas, through Master's Degree Programs and Schools of Specialization, within the framework of European integration.
- 3) **Advanced supplementary courses**, integrated into the standard three-year undergraduate program.

more info:

PHD Office

Via delle Scienze n. 41/b
44121 - Ferrara (Fe)
mail_dottorato@unife.it
www.unife.it/studenti/dottorato

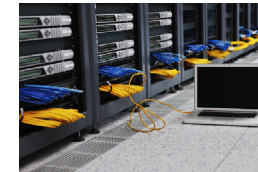
IUSS - Ferrara 1391

Via delle Scienze n. 41/b
44121 - Ferrara (Fe)
mail_segreteria_iuss@unife.it
<http://iuss.unife.it/>



Doctoral School in Life, Health and Environment Sciences

This intends to provide the highest quality education for students deeply committed to a programme of advanced studies in chemical, environmental, biological and health sciences. Its main goal is to produce scientists who have a deep appreciation of the methods for investigating and understanding the living world, and the tools science provides for protecting the environment and improving the quality of human health. At the end of the programme, the students will be able to produce new knowledge by independently planning and developing cutting-edge research in basic or applied science.



Doctoral School in Science and Technology

This aim to form highly qualified professional researchers in one of the following disciplinary branches, which may also include more specific curricula: Physics, Mathematics and Informatics, Earth Sciences, Engineering and Architecture. Over their time in this School PhD students will acquire the expertise needed to develop highly qualified activities in the above-mentioned disciplines, becoming familiar with the scientific method, and learning the principles of deductive logic and the basic knowledge instruments.



Doctoral School in Humanities and Social Sciences

This aims to teach high-level skills in the field of scientific research over a course that allows the candidates to prepare an innovative final thesis and to reflect on the most relevant issues of their scientific area. Over the course PhD students are supported by the School's teaching staff, with a specific tutor, through an innovative research programme in the above-mentioned disciplines. The School's teaching staff will give lessons and seminars, and support the PhD students through their research.

Master's Degree



QrCode
(web link)

University of Ferrara

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44121 | Ferrara
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phone: +39 0532 293176
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mail: mob_int@unife.it

www.unife.it/en



Master's Degree



Communication project realized within Unife International

Master's Degree 2012/2013

more info:

DEPARTMENT OF HIGHER EDUCATION

Via Sciences, 41 / b
Ferrara | Italy
Phone: +39 0532.455266
Fax: +39 0532.455285

Email:
altaformazione@unife.it
(courses in the presence)
distanza@unife.it
(distance learning)



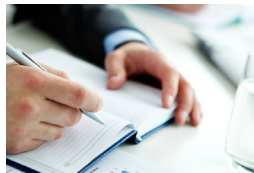
Cultural Heritage Area

Cultural Management (MuSeC)
First level master
www.mcm-unife.it/

Quaternary and Prehistory (Erasmus Mundus)
First level master
<http://web.unife.it/progetti/erasmusmundus>

Communication Area

Science Communication and Journalism
First level master
www.unife.it/master/comunicazione



Science Communication and Journalism (Apprenticeship training)

First level master
www.unife.it/master/comunicazione

Expert in Museum Learning
First level master
www.unife.it/formazione-postlaurea

Health Area

Epileptology
Second level master
www.unife.it/dipartimento/medicochirurgiche/sezioni/neurologia/didattica/master-e-corsi-di-perfezionamento

Building

Management and Supervision of Building works
First level master
www.unife.it/formazione-postlaurea



Economic Area

Chief Financial Officer (CFO) – Skills, Tools, Operations Of The New Accounting, Finance & Management Control Department
Second level master
www.cfo-ferrara.it

EcoPolis: Environmental and Regional Policy for Sustainability in Local Development
Second level master
www.masterecopolis.it

Performance improvement in Local Governments and other Public Administrations
First level master
www.masterperlet.it/MasterPerfet/



Cosmetic Technologies Area

Cosmetic Science and Technology (COSMAST)
Second level master
www.unife.it/master/cosmast

Education Area

Defence, Rights and Protection of the Childhood
First level master
www.unife.it/formazione-postlaurea

Management for coordination's roles in health professions (nursing, obstetrics, health-technical, rehabilitation area)
First level master
www.unife.it/formazione-postlaurea



Science and technology of radiopharmaceuticals
Second level master
www.unife.it/master/radiofarmaci

Laboratory Biotechnology and Transfusion Medicine
Second level master
www.unife.it/formazione-postlaurea

Scientific and Technological Area

Science Technology and Management (MaSTeM)
First level master
www.unife.it/formazione-postlaurea



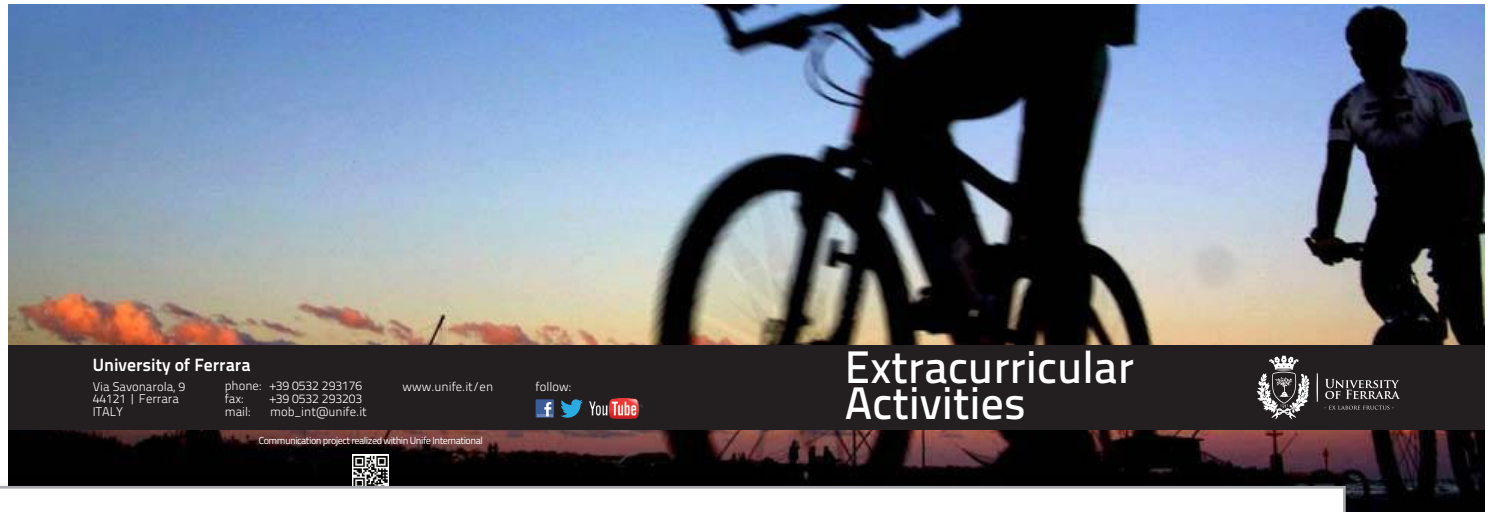
Master's degrees with other Universities

Culture of Innovation and sustainable development
Second level master
www.unife.it/formazione-postlaurea

Human resource development
First level master
www.unibo.it/Portale/Offertaformativa/Master/2011-2012/gestione_delle_risorse_umane.htm

Multimedia Product Manager
First level master
www.unife.it/formazione-postlaurea

Extracurricular Activities



print

PDF Adobe

QrCode (web link)

University of Ferrara

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44121 | Ferrara
ITALY

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mail: mob_int@unife.it

www.unife.it/en

follow:
f t YouTube

Extracurricular Activities



Communication project realized within Unife International

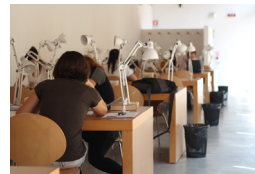
Extracurricular Activities



The University Sports Centre

The aim of the University of Ferrara sports centre is to promote and increase participation in sports. It houses three multi-purpose sports halls (basketball, volleyball, five-a-side football), two fitness sports halls, a gym hall, a cardio fitness hall (with cardiovascular and body conditioning machines), a spinning/walking hall, a rowing hall and a host of sport-specific facilities, such as football pitches, two rugby pitches, four tennis courts, a beach volleyball/beach tennis field, a golf club and a climbing wall. The facilities are open to University members and to the general public.

www.cusferrara.it



University Language Centre

The language centre organises and coordinates courses for Italian as a second language (L2). Since 2005 the CLA has continually widened its services and Italian courses. The Centre offers: Intensive and longer courses for foreign students learning Italian; Academic and professional English Language Courses; Learning materials for self-learning with multimedia support for Italian L2, English, French, Spanish and German with self-access to the laboratory. The "Tandem Project" is a loosely-based learning pathway in which different native speakers meet in pairs to practice and improve their language skills.

www.unife.it/centro/linguistico



Performing arts

The centre of performing arts at Ferrara University, the CTU (Centro Teatro Universitario) is a university service centre that organises workshops and laboratories for theatrical research. The centre is open to everyone who wants to gain a practical knowledge of theatrical languages. The CTU is not a drama school, but a pedagogical and educational experience through a workshop. The centre offers opportunities for experimentation that are not product-driven but aimed at developing self-expression and creativity through theatrical practices.

www.unife.it/studenti/centri/ctu



University Choir

The University of Ferrara also offers students the opportunity to take part in its historical Choir, which consists of about forty choristers, mainly students, alumni and staff of the University of Ferrara. Since its formation the choir has performed annually as part of the University's Academic Year Opening Celebrations of the University with an exclusively Renaissance repertoire, enriched by some pieces of sacred music and the famous "Gaudemus igitur", the eternal symbol of university life. In recent years the choir has been invited to take part in festivals and concerts in different regions of Italy.

www.unife.it/studenti/tempo-libero-cultura/coro

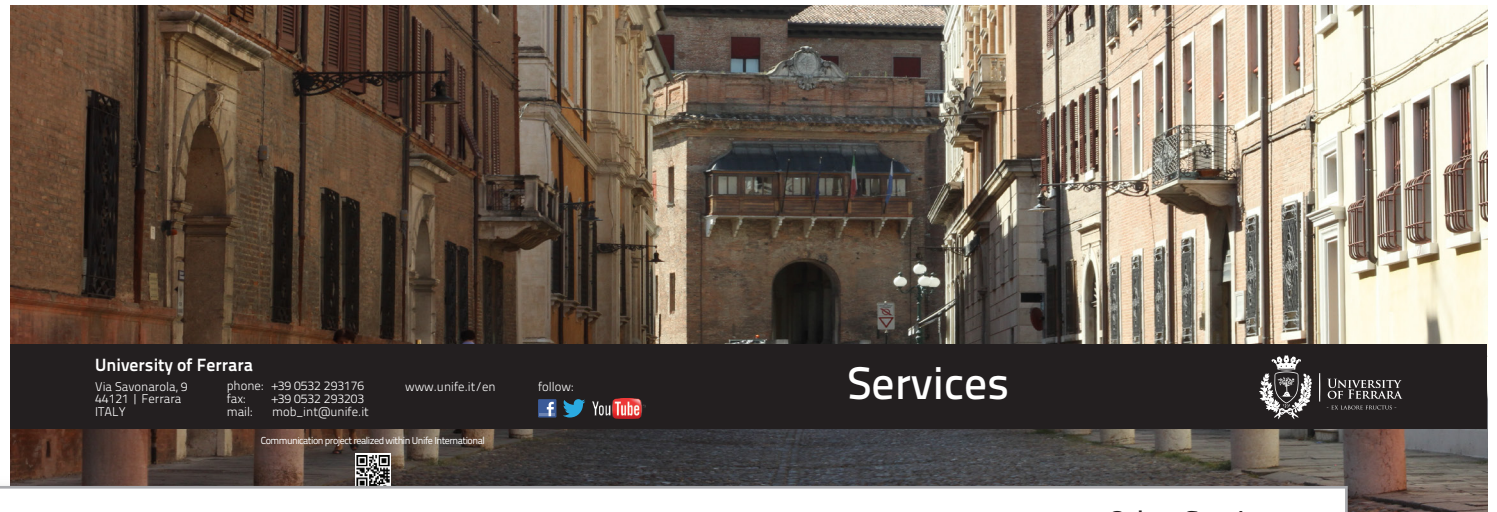


University Library

The Ferrara Library Centre works in association with the Institute for Artistic, Cultural and Natural Heritage of the Emilia Romagna Region, the University and the Municipality of Ferrara. It is made up of 64 libraries, including the specialist university libraries, who share the same online catalogue, including bibliographic news, ancient books and multimedia material. Some university libraries contain very rare catalogues and digitalised manuscripts, hence integrating the education and research opportunities. All the libraries are open all week with full opening times.

www.unife.it/sba

Services



University of Ferrara

Via Savonarola, 9
44121 | Ferrara
ITALY

phone: +39 0532 293176
fax: +39 0532 293203
mail: mob_int@unife.it

www.unife.it/en



Services



Communication project realized within Unife International

Services UniFe



WiFi is available in all university facilities

Other Services



Disability Service

The service is intended for disabled students in order to help them during their study and to give them the technical and educational aid necessary for passing their exams. It is possible to contact this service by sending an e-mail to:

servizio.disabilita@unife.it
or calling these numbers:
+39 0532 293366
+39 0532 293320.

www.unife.it/studenti/sms

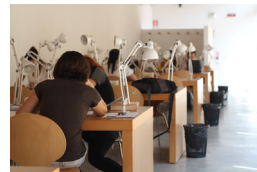


Psychological Counselling

The service is intended for students who need to tackle psychological problems which can affect their study and performance, through a course of psychological counselling. For further information it is possible to send an e-mail to:

counseling@unife.it

www.unife.it/studenti/sms



Study Method

This is a service for students who wish to be assisted in finding a study method suited to their needs. It is possible to contact this service by sending an e-mail to:

tutoratometodologico@unife.it

or by calling these numbers:
+39 0532 293367
+39 0532 293320

www.unife.it/studenti/sms



Accommodation

Unife has selected some agencies which will help you to find accommodation in Ferrara. You can contact them to find out about availability, prices and all the information you need.

If you are happy with the accommodation, you can sign the lease agreement directly with the agency.

www.unife.it/mobilita-internazionale

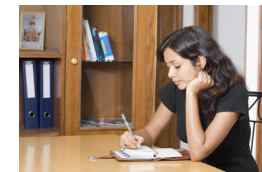


"Sottotetto" Service

This service, which was designed to help international students find accommodation even before arriving in Ferrara, is offered by the Ferrara Informagiovani database.

This way, students will benefit from a huge variety of accommodation options offered by both agencies and private suppliers. For further information, please visit the website.

<http://sottotetto.informagiovani.fe.it>



Informagiovani Ferrara

A useful place for up-to-date information not only about Ferrara and the culture and entertainment. Offered but also about accommodation, bike rental, discounts for students and a lot of other interesting ideas.

Piazza Municipio, 23
44121 Ferrara

tel. +39 0532 419590
fax. +39 0532 419490

informagiovani@comune.fe.it

www.informagiovani.fe.it

Video 1.0

Realizzati in formato HD sono già stati utilizzati per eventi promozionali e sul web



ARCHITECTURE
PHARMACY
MEDICINE AND SURGERY
LAW ECONOMICS
HUMANITIES
E+SCIENCE+G



ITA/ENG

E' in fase di produzione un video composto da sequenze filmate nelle strutture dell'Ateneo.

Video 2.0



Web
www.unife.it/en

Bordeaux

Valencia

Pucpr

Web
www.unife.it/en

Proposta
(contenuti indicativi)

Solo in lingua
inglese

Alta integrazione
multimediale

Alta integrazione
social

Mappe delle sedi
istituzionali unife

Contatti
Unife
International

News
Channel

Video
Player



Ricerca

Accessibilità

Accesso diretto
ai contenuti più
richiesti

Materiale
da scaricare

Media Player

Apparel Store

Vetrina
Facebook

Social Tag

Unife International

Communication strategy explained

*Prof. Marcello Balzani
Dott. Nicola Tasselli*

Giornata annuale dell'Internazionalizzazione
20 novembre 2012

