

PROVA 6

a) Come stimolerebbe la curiosità delle nuove generazioni a materie STEM?

b) La candidata/il candidato legga e traduca il seguente testo:

SOCIAL MEDIA GUIDELINES – STANFORD UNIVERSITY

These guidelines are designed to help Stanford employees, volunteers, affiliates, and consultants (e.g., creative agencies) in making appropriate decisions when managing and/or developing social media initiatives on behalf of the university. Additionally, the guidelines are intended to advise Stanford employees who indicate an institutional affiliation on their personal social media profiles on how to balance their affiliation with personal conversation.

These guidelines are intended to complement existing university policy. If there is a conflict between guidance in this document and a policy in the Administrative Guide, then the Administrative Guide controls. Further, these guidelines do not supersede or otherwise modify the social media communications policy adopted by SLAC National Accelerator Laboratory.

<https://ucomm.stanford.edu/policies/social-media-guidelines/>

PROVA 3

a) Quali sono i punti di forza e di debolezza del Politecnico rispetto ai competitor, per essere sempre più attrattivi a livello internazionale?

b) La candidata/il candidato legga e traduca il seguente testo:

SOCIAL MEDIA MODERATION POLICY – EUROPEAN COMMISSION

We are pleased to see different views and opinions expressed, but we will not accept comments *that are either offensive in nature in themselves or clearly offensive to other users*.

We ask you to avoid inflammatory, insulting or offensive language. Please show respect to fellow users and the fundamental principles we all share. We say no to racism, no to xenophobia, and no to discrimination based on religion, ethnic origin, gender, sexual orientation, and so on. We accept no calls to violence.

We would also like to ask you to post comments that stick to the subject of our posts. You can share links to other pages, but please don't post link-only comments.

Spam will not be tolerated. We reserve the right to moderate all the comments that don't respect these guidelines.

https://commission.europa.eu/about-european-commission/get-involved/social-media-connect-european-commission_en

PROVA 2

a) Come disegnerebbe l'architettura dell'informazione del sito di Ateneo, in ottica di customer journey?

b) La candidata/il candidato legga e traduca il seguente testo:

Politecnico di Milano among the partners of the AI4REALNET European project that supports operators of electrical, railway and air traffic systems in the implementation of artificial intelligence-human interactions

Using Artificial Intelligence to support human decisions, increasing efficiency and security in the operation of critical infrastructure. This is the aim of the European Horizon Europe project AI4REALNET - AI for REAL-World network operation.

Led by the Portuguese research institute INESC TEC and involving the Department of Electronics, Information and Bioengineering and the Department of Management, Economics and Industrial Engineering of Politecnico di Milano and other partners from France, Germany, the Netherlands, Switzerland, Sweden and Austria, the project promotes collaboration between humans and artificial intelligence. The goal is to support the decisions of human operators and to create the conditions for the decarbonisation of crucial sectors such as energy and transport.

<https://www.mynewsdesk.com/it/politecnico-di-milano/pressreleases/improving-the-sustainability-and-security-of-critical-infrastructure-through-artificial-intelligence-3293186>

Prova n.3

La candidata/il candidato descriva come redigerebbe un piano di comunicazione per attrarre studenti internazionali al Politecnico di Milano, specificando a quali Paesi si rivolgerebbe.

Il piano di comunicazione dovrà contenere l'analisi di scenario, l'obiettivo, la strategia, la value proposition, il concept creativo accompagnato da un'opportuna brand identity, il piano media sui diversi touch point (web, social, tv, stampa e radio), l'ipotesi del budget e il monitoraggio dell'andamento con KPI.

Prova n.1

La candidata/il candidato descriva come redigerebbe il piano di comunicazione per incrementare le iscrizioni ai corsi d laurea triennale dell'Ateneo in materie STEM.

Il piano di comunicazione dovrà contenere l'analisi di scenario, l'obiettivo, la strategia, la value proposition, il concept creativo accompagnato da un'opportuna brand identity, il piano media sui diversi touch point (web, social, tv, stampa e radio), l'ipotesi del budget e il monitoraggio dell'andamento con KPI.

PROVA 5

a) Come amplierebbe il target di riferimento per attrarre nuovi talenti?

b) La candidata/il candidato legga e traduca il seguente testo:

RESEARCH AT POLITECNICO DI MILANO – POLICY

OPEN ACCESS

Politecnico di Milano promotes the principle of Open Access, in compliance with the terms of its own statutes, which state that "Politecnico di Milano promotes full and open access to knowledge and the free circulation and widest possible distribution, including digitally, of educational, cultural and organisational content" (article 4) and as defined in the Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities of October 2003, signed by Politecnico with the signing of the Messina Declaration of 2004. The principle of Open Access aims at strengthening international dissemination of scientific research; at reducing duplication of scientific studies; at reinforcing interdisciplinary research, transfer of knowledge to companies and transparency to the public; at making the use of scientific contributions more effective for educational ends; at guaranteeing preservation of scientific production over time.

<https://www.polimi.it/en/scientific-research/research-at-the-politecnico/mission-and-policy>

Prova n.2

La candidata/il candidato descriva come redigerebbe il piano di comunicazione per attrarre studenti internazionali al Politecnico, in virtù del posizionamento nei ranking universitari internazionali (come ad esempio il QS ranking).

Il piano di comunicazione dovrà contenere l'analisi di scenario, l'obiettivo, la strategia, la value proposition, il concept creativo accompagnato da un'opportuna brand identity, il piano media sui diversi touch point (web, social, tv, stampa e radio), l'ipotesi del budget e il monitoraggio dell'andamento con KPI.

PROVA 4

a) Come indentificherebbe e svolgerebbe ricerche sul target di riferimento?

b) La candidata/il candidato legga e traduca il seguente testo:

Idea League

The IDEA League, a strategic alliance between five leading European universities of science and technology, believes that we have the power to shape the future. By joining forces, we will create valuable connections that inspire innovation and the pursuit of ambitious goals.

Through cross-border, bottom-up collaboration, we provide the environment for students, researchers and staff at our partner universities to share a collective wealth of knowledge, experience and resources. By doing so, we aim to connect and inspire a new generation of European science and technology graduates, champion innovation and entrepreneurship and steer Europe towards a more competitive and compassionate future.

<https://idealeague.org/about/>

PROVA 1

a) Quale strategia di engagement adotterebbe per ottenere una visibilità maggiore sui media e sugli stakeholder?

b) La candidata/il candidato legga e traduca il seguente testo:

Top universities in Europe

It may be the second-smallest continent, but Europe is densely packed with many of the world's best educational institutions. In the QS World University Rankings® 2024, a total of 501 European universities are featured among the world's best, roughly one-third of all the universities included.

The UK boasts Europe's highest number of internationally ranked universities with 90 entries, followed by Germany (49) and Italy (42). However, it's Switzerland that joins the UK in having a university ranked among the world's top 10, something neither Germany nor Italy can manage.

<https://www.topuniversities.com/where-to-study/region/europe/top-universities-europe>