AREA – DISCIPLINE INTERPRETATIVE			
Codice	Settori artistico-disciplinari	Declaratorie	Campi disciplinari
CODI/02	Harp		-Performance practices and repertoires -Methodologies in Instrument Teaching -Essays and methods -Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Musical Improvisation
CODI/02	Guitar		-Performance practices and repertoires - Tablature and their transcription for Guitar -Methods in Instrument Education -Essays and methods -Instrument Literature -Basics History and Technology of the Instrument -Sight reading Techniques -Musical Improvisation - Practice of impromptu accompaniment
CODI/03	Mandolin		Performance practices and repertoires -Tablature and their transcription for Mandolin -Methods in Instrument Teaching -Essays and methods - Instrument Literature -Basics History and Technology of the Instrument -Sight reading Techniques -Musical Improvisation
CODI/04	Double Bass		-Performance practices and repertoires -Methods in Instrument Teaching -Essays and methods - Instrument Literature -Basics History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/05			Performance practices and

			repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
	Viola		
CODI/06	Violin		Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/07	Cello		Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/08	Tuba		-Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/09	Clarinet		Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation

			-Musical Improvisation
CODI/10	Horn		Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/11	Eufonium		Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/12	Bassoon		Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/13	Flute		Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/14	Oboe		-Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument

			-Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/15	Saxophone		-Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/16	Trumpet		-Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods -Trumpet Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/17	Trombone		Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/18	Accordion		Performance practices and repertoires - Methods in Instrument Teaching -Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation -Practice of impromptu accompaniment
CODI/19			Performance practices and repertoires - Methods in Instrument Teaching

	Organ		-Essays and methods - Instrument Literature -Fundamentals of History and Technology of the Instrument -Sight reading Techniques -Instrument Improvisation -Musical Improvisation
CODI/20	Organ Practice and Gregorian Chant		-Organ Practice -Fundamentals of Organ Technique and Registration -Medieval Christian Chant -Modulation
CODI/21	Piano		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Literature -Ancient Piano -Fundamentals of Instrument History and Technology -Sight reading Techniques -Musical Improvisation
CODI/22	Percussion		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Literature -Ancient Piano -Fundamentals of Instrument History and Technology -Sight reading Techniques -Musical Improvisation
CODI/23	Voice		-Performance practices and repertoires -Methods in Voice Education -Essays and methods -Vocal literature -Fundamentals of History of Singing -Vocal Improvisation
CODI/24	Chamber Vocal Music		-Performance practices and repertoires -Essays and methods -Vocal and instrumental literature - Sight reading techniques -Voice or Musical Improvisation
CODI/25			-Performance practices and

	Piano Accompaniment		repertoires -Piano Accompaniment Practices -Score-reading -Sight reading techniques and tone transposition -Vocal repertoire practice
AREA - DISCIPLINE INTERPRETATIVE DEL JAZZ, DELLE MUSICHE IMPROVVISATE E AUDIOTATTILI		
Codice	Settore artistico disciplinare	Declaratorie	Campi disciplinari
COMJ/01	Bass Guitar		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Literature -Fundamentals of Instrument History and Technology -Musical Improvisation -Sight reading Techniques
COMJ/02	Jazz Guitar		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Literature -Fundamentals of Instrument History and Technology -Musical Improvisation -Sight reading Techniques
COMJ/03	Jazz Double Bass		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Literature -Fundamentals of Instrument History and Technology -Musical Improvisation -Sight reading Techniques

COMJ/04	Jazz Violin		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Literature -Fundamentals of Instrument History and Technology -Musical Improvisation -Sight reading Techniques
COMJ/05	Jazz Clarinet		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Literature -Fundamentals of Instrument History and Technology -Musical Improvisation -Sight reading Techniques
COMJ/06	Jazz Saxophone		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Literature -Fundamentals of Instrument History and Technology -Musical Improvisation -Sight reading Techniques
COMJ/07	Jazz Trumpet		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Studies -Fundamentals of Instrument History and Technology

			-Musical Improvisation -Sight reading Techniques
COMJ/08	Jazz Trombone		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Literature -Fundamentals of Instrument History and Technology -Musical Improvisation -Sight reading Techniques
COMJ/09	Jazz Piano		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods - Instrument Literature -Fundamentals of Instrument History and Technology -Musical Improvisation -Sight reading Techniques
COMJ/10	Electric Keyboards		-Performance practices and repertoires -Methods in Instrument teaching - Essays and methods - Instrument Literature -Fundamentals of Instrument History and Technology -Musical Improvisation -Sight reading Techniques

Codice	Settore artistico Disciplinare	Declaratorie	Campi disciplinari
COMJ/11	Drums and Jazz Percussions		-Performance practices and repertoires -Methods in Instrument teaching - Essays and methods - Instrument Literature -Fundamentals of Instrument History and Technology Musical Improvisation -Sight reading Techniques
COMJ/12	Jazz Vocal Performance		-Performance practices and repertoires -Methodologies of vocal pedagogy -Jazz Studies: Vocal Performance -History of Jazz Vocals -Musical Improvisation -Sight reading Techniques
COMJ/13	Traditional Music		-Improvisation practice in traditional cultures -Musical systems in traditional cultures -Music anthropology
AREA – DISCIPLINE INTERPRETATIVE DELLA MUSICA ANTICA			
Codice	Settore artistico Disciplinare	Declaratorie	Campi disciplinari
COMA/01	Renaissance and Baroque Harp		-Performance practices and repertoires -Methods in Instrument teaching -Essays and methods -Instrument Literature -Basics History and Technology of the Instrument -Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation

			-Tablatures - Practice of basso continuo accompaniment
COMA/02	Lute		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Basics History and Technology of the Instrument -Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation -Tablatures - Practice of Basso Continuo accompaniment
COMA/03	Viola da gamba		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Basics History and Technology of the Instrument -Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation -Tablatures - Practice of Basso Continuo accompaniment
COMA/04	Baroque violin		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Basics History and Technology of the

			Instrument -Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation
COMA/05	Baroque Cello		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Basics History and Technology of the Instrument -Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation - Practice of Basso Continuo Accompaniment
COMA/06	Traditional Clarinet		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Fundamentals of Insteument History and Technology -Tuning and musical temperaments
COMA/07	Cornetto		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Fundamentals of Instrument History and Technology -Tuning and musical temperaments -Sight reading Techniques

			-Improvisation and ornamentation
COMA/08	Natural horn		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Fundamentals of Instrument History and Technology -Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation
COMA/09	Baroque and Classical Bassoon		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Fundamentals of Instrument History and Technology -Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation -Practice of Basso Continuo Accompaniment
COMA/10	Recorder		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Fundamentals of Instrument History and Technology -Tuning and musical temperaments -Sight reading

			Techniques -Improvisation and ornamentation
COMA/11	Baroque and Classical Oboe		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Fundamentals of Instrument History and Technology - Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation
COMA/12	Transverse Flute		-Performance practices and repertoires -Methodologies of Instrumental teaching -Essays and methods -Instrument literature -Basics History and Technology of the Instrument -Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation
COMA/13	Renaissance and Baroque Trumpet		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Fundamentals of Instrument History and Technology -Tuning and musical temperaments -Sight reading Techniques -Improvisation and

			ornamentation
COMA/14	Renaissance and Baroque Trombone		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Fundamentals of Instrument History and Technology - Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation -Practice of Basso Continuo Accompaniment
COMA/15	Harpsichord and Historical Keyboards		-Performance practices and repertoires - Methods in Instrument teaching -Essays and methods -Instrument Literature -Fundamentals of Instrument History and Technology - Tuning and musical temperaments -Sight reading Techniques -Improvisation and ornamentation -Tablatures - Practice of Basso Continuo accompaniment
COMA/16	Renaissance and Baroque Singing		-Performance practices and repertoires -Methods in of vocal pedagogy -Essays and methods -Vocal Performance Studies -Fundamentals of History of Vocal

			Performance -Sight reading Techniques - Vocal Improvisation and ornamentation

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AREA – DISCIPLINE DELLA MUSICA ELETTRONICA E DELLE TECNOLOGIE DEL SUONO

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Codice	Settore artistico Disciplinare	Declaratorie	Campi disciplinari
COME/01	Electroacoustic Music: Performance and Interpretation		-Performance and Interpretation of Electro-acoustic Music -Composition and control environments for live electronics -Multimedia and interactive composition environment
COME/02	Electroacoustic composition		-Electro-acoustic composition -Analysis of electro-acoustic music -Computer musical composition -Audio-visual integrated composition
COME/03	Musical Acoustics		-Musical Acoustic -Theory of Sound and Music Perception -Listening studies -Acoustics of Musical instruments -Acoustics of the Musical Environment -Theories and Techniques of audio-visual and multimedia communication - Music, media and technologies -Musical Psycho-acoustic
COME/04			-Electro-acoustic - Theory and Techniques of Film shooting and Radio Registration

Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
	Electro-acoustics		-Theories and techniques of amplification and broadcasting systems -Theories and techniques of montage and audio/video post-production -Theories and techniques of audio restoration -History of electro-acoustic technologies
COME/05	Music Information Technology		-Music information technology -Sampling, synthesis and digital sound processing -Computer music: audio software and database structure for the organization of audio-, score-, and textfile objects
COME/06	Multimedia		Multimedia Systems, Technologies and Softwares -Audio and Music Information Processing for the Internet and mobile communication
AREA – DISCIPLINE INTERPRETATIVE DELLA MUSICA SACRA			
Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
COMS/01	Musica sacra		-Performance practices and repertoires -Organ Studies and Organ Improvisation -Fundamentals of Instrument History and Technology --Choral and Instrumental Conducting -Counterpoint techniques -Practice of Basso Continuo accompaniment

			-Hymns Studies -Liturgy -Gregorian Chant

<table>
<tr><td colspan="4" align="center">AREA – DISCIPLINE INTERPRETATIVE D'INSIEME</td></tr>
<tr><td>Codice</td><td>Settore artistico-disciplinare</td><td>Declaratorie</td><td>Ambiti disciplinari</td></tr>
<tr><td>COMI/01</td><td>Choir</td><td></td><td>-Vocal Ensemble Music and Choral Repertoire
-Choral Education</td></tr>
<tr><td>COMI/02</td><td>Orchestra Practice</td><td></td><td>--Orchestra Studies and Orchestra Repertoire
-Orchestra Performance Education</td></tr>
<tr><td>COMI/03</td><td>Chamber Music</td><td></td><td>-Chamber Music
-Performance Practice and Ensemble Chamber Music Repertoire</td></tr>
<tr><td>COMI/04</td><td>Ensemble Music for Woodwind Instruments</td><td></td><td>-Ensemble Music for Woodwind Instruments
-Performance Practice and Ensemble Music for Wood instruments</td></tr>
<tr><td>COMI/05</td><td>Ensemble Music for Strings</td><td></td><td>-Ensemble Music for Strings
- Performance Practice and Ensemble Music for Strings
-Stringed Quartet Performance</td></tr>
<tr><td>COMI/06</td><td>Jazz Ensemble Music</td><td></td><td>-Jazz Performance practices and repertoires
-Creative collaboration in small, medium and big-sized band</td></tr>
</table>

			-Jazz-specific rhythm and phonics composition
COMI/07	Ensemble Music for Ancient Instruments		-Ensemble Music for Ancient Vocals and Instruments -Performance practices and repertoires for Ancient Vocals and Instruments -Essays and Methods
COMI/08	Music Improvisation Techniques		-Music Improvisation Techniques

<div align="center">AREA – DISCIPLINE RELATIVE ALLA RAPPRESENTAZIONE SCENICA MUSICALE</div>

Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
CORS/01	Theory and Techniques of scenic representation		-Theory and techniques of scenic representation -Diction -Acting -Gesture and scenic movement -Musical Theatre Direction -History of Costume and Scenography
CORS/02	Choral Conduction and Composition		Instrumentation and Choral Direction: Performing Practice and Repertoires -Direction of Vocal Groups -Choral composition
	Orchestra Conduction		-Instrumentation and Direction of Symphonic and Musical Theatre Repertoires -Direction of Instrumental and Vocal Groups
CORS/04	Conduction of Woodwind Orchestra		-Direction of Woodwind Instruments - Woodwind Ensemble Music

Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
			-Performance Practice and Ensemble Repertoires for Woodwind Instruments

AREA – DISCIPLINE COMPOSITIVE			
Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
CODC/01	Composition		-Composition -Composition Analysis -Counterpoint Techniques -Adaptation and Arrangements -Harmonies -Musical forms, languages and systems -Instrumentation and Orchestration -Composition Techniques -Improvisation techniques
CODC/02	Composition for Music applied to Visual Arts		-Composition for Music Applied to Visual Arts -Arrangements
CODC/03	Vocal Polyphonic Composition		-Vocal Polyphonic Composition
CODC/04	Jazz Music Composition		-Jazz Composition Techniques -Jazz Harmony -Jazz modes, structures and languages
CODC/05	Jazz Orchestration and Instrumentation		-Composition and arrangement techniques for different ensembles -Jazz Orchestra conduction -Chironomy Techniques
CODC/06	Instrumentation and composition for woodwind Orchestra		-Composition for woodwind Orchestra -Counterpoint Techniques for Woodwind Orchestra

			-Adaptation, Transposition and Arrangement for Woodwind Orchestra -Instrumentation for Woodwind Orchestra -Composition Analysis Of Music for Woodwind Orchestra

AREA – DISCIPLINE MUSICOLOGICHE			
Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
CODM/01	Music Bibliography and Library Science		-Library Science and Music Documentation -Bibliographic Research: Tools and Methods -Music Cataloging -Fundamentals of Music Filing - Conservation of Music-specific Bibliographic Heritage: Law and legislation -Historical Development of Traditional and Computer-based Music Tools
CODM/02	Ethnomusicology		-Etno-musicology -Music Anthropology -Ethno-organology -Field research Methodology -Historical Development of Extra-European Music -Traditional Musical Patterns: Theory and Analysis
CODM/03	Systematic Musicology		-Esthetics of Music -Philosophy of Music - Psychology of Music -Sociology of Music -Music Iconography -Organology -Techniques of

			Music Criticism
CODM/04	Music History		-Music history and historiography -History of Musical Patterns and Repertoires -Historical Development of the Musical Notation -Music Paleography -Philology of Music -Methodologies of Historical and Musical Research -History of Music Theory and Studies -History of Video-applied Music
CODM/05	History of Electro-acoustic Music		-History of Electro-acoustic Music
CODM/06	History of Jazz, History of Improvisation and Audio-tactile Music		-History of Jazz -Analysis of Jazz Composition and Performance Patterns -History of Afro-American Music -History of Popular Music
CODM/07	Poetry for the Musical Arts and Music Drama		-Poetry Analysis -Music Drama -Poetry for the Musical Arts -Literature for Music - History of the Musical Theatre -Poetry for the Musical Arts: Compositional Techniques
AREA – DISCIPLINE TEORICO-ANALITICHE PRATICHE			
Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
COTP/01	Studies in Harmony: Theory and Analysis		-Basics of Composition -Repertoire Analysis -Analysis of Composition Patterns -Harmony: Theory

			and Practice -Analysis and Methods
COTP/02	Score reading		-Score reading -Piano Transposition and Adaptation
COTP/03	Piano for non Major and Piano and Reading		-Piano Practice -Fundamentals of Piano Accompaniment -Fundamentals of Sight Reading and Tonal Transposition -Repertoire Reading
COTP/04	Pre-poliphony		-Pre-polyphony -Monodical Chant -Semiography of Monodical Chant -Conduction of Monodical Chant
COTP/04	Basso Continuo: Studies and Practice		-Basso Continuo: Performance and Repertoires -Essays and Methods -Literary Studies on Basso Continuo -Tuning and Temperaments -Sight Reading and Adaptation Techniques -Improvisation and Ornamentation -Fundamentals of Instrumentation and Ornamentation - Renaissance and Baroque Chant Repertoire: Practice and Rehearsal
COTP/05	Music Theory,		-Music Theory -Music Semiography -Rhythm of Contemporary

Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
	Rhythm and Perception		Music -Musical Reading, Intonation and rhythmic -Basics of Acoustics of Musical Instruments and Voice -Ear-training
AREA – DISCIPLINE DIDATTICHE		
Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
CODD/01	Choir Conducting and Choir Repertoire for Music Education		-Choir Conduction and Construction -Choral Repertoire -Fundamentals of Voice Techniques - Choir Education
CODD/02	Fundamentals of Composition for Music Education		-Fundamentals of Composition and Analysis for Music Education -Arrangement and Transcription Techniques -Instrumentation Techniques - Improvisation Education - Composition Education
CODD/03	Ensemble Music for Teaching Purposes		- Ensemble Music for Teaching Purposes -Repertoire for Instrumental Ensemble -Ensemble Music Education -Ensemble Music: Laboratory Practice
CODD/04	Pedagogy of Music for Music Education		-Pedagogy of Music -Methodologies of Music Education -Instrumental Teaching Methodologies -Didactics of Music -Music Psychology -School legislation and organization
CODD/05	Practice of Voice and Piano		Voice and Piano Reading for Music

	Reading for Music Education		Education -Practice of Impromptu Accompaniment (A31/A32) - Harmonization and Piano Transposition Methods -Practice and Didactics of Piano Improvisation
CODD/06	History of Music for Music Education		-History of Music for Music Education -Teaching History of Music -Methods of Musical and Historical Research -Basics of Music Semiology -Basics of Music Sociology -Didactics of the Listening Skills
CODD/07	-Techniques of Self-awareness and Body Performance		-Techniques of Self-awareness and Body Performance -Expression through Movement - Physio-patology of Vocal and Instrumental Performance
AREA – DISCIPLINE LINGUISTICHE			
Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
CODL/01	Italian Studies		-Italian Language -Italian Literature -Italian as a Foreign Language
CODL/02	European Foreign Language		-European Foreign Language -Diction for Singing Purposes
AREA – DISCIPLINE DELL'ORGANIZZAZIONE E DELLA COMUNICAZIONE MUSICALE			
Codice	Settore artistico-disciplinare	Declaratorie	Ambiti disciplinari
COCM/01	Musical Show Organization, Legislation and Law		-Law and Legislation of the Musical Show -Organization of

			the Musical Show -Legislation and Regulations of the Advanced Musical and Artistic Learning System
COCM/02	Theory of Communication		General Principles of Communication -Communication Techniques -Cultural Marketing