# International Business Communication via the New Media

## Prof. Giorgio Kindinis

***COURSE AIMS INTENDED LEARNING OUTCOMES***

The aim of the course is to introduce students to the structure and role of tourism communication in a globalised context, where the emphasis has shifted from offering to relations and experiences.

The course will also analyse the most interesting business case studies as a means of exploring the importance of factors such as brand confidence, messages transmitted, and the targeting of various stakeholders, so as to present these studies in specific research papers, providing a guide for tourism development strategies and policies, including on a local cultural level.

*Knowledge and understanding*

At the end of the course, students will be able to understand:

* the dynamics that influence the different actors in the field of tourism;
* the main communication strategies in use;
* the principles from which they can draw inspiration in order to design and launch digital marketing initiatives.

*Ability to apply knowledge and understanding*

At the end of the course, students will be able to:

* Identify, analyse, and interpret the strategies adopted by international players in the field of tourism;
* create a content market strategy and digital initiatives aimed to achieve the objectives set.

***COURSE CONTENT***

Interpersonal communication

Business communication, top-down and bottom-up approaches

Tourism industry: players and key dynamics, supply and demand analysis

New technologies for post-modern tourism

Destination branding and destination reputation

Online and digital PR reputation strategies

Social media marketing

User-side triggers for digital marketing strategies

Examples of use

***READING LIST***

Annamaria Testa. *Farsi Capire,* BUR (2009)

Robert B. Cialdini, G. Noferi, *Le armi della persuasione,* Giunti (2013)

Philip Kotler, *Marketing 4.0. Dal tradizionale al digitale,* Hoepli (2017)

Antonio Foglio, *Il marketing del turismo. Politiche e strategie di marketing per località, imprese e prodotti/servizi turistici,* Franco Angeli (2015).

***TEACHING METHOD***

The course consists of 30 hours of lectures, which will incorporate specific multimedia tools for each section of the course; the teaching style involves active, participatory learning.

***ASSESSMENT METHOD AND CRITERIA***

The final oral examination is designed to assess knowledge and skills acquired during the course.

It will be compulsory, and based on a minimum of 3 or 4 questions on the topics explained during the course.

All the questions asked during the exam will cover the content of the teaching material included in the reading list.

For each answer, students will get a mark from 0/30 (in case of no answer or wrong answer) to 31/30 (in case of excellent answer).

The final mark will result from the average between all the answers. The maximum is 31/30.

Assessment criteria: accuracy of answers, ability to make a clear presentation, and capacity to reinterpret the topics explained during the course, make examples, and find correlations between different concepts.

There may be mid-term assessments of projects and exercises completed during lectures. Students will be asked to provide an outline of a marketing/communication plan for the country and/or for a small and medium-sized company individually or in a group. This work will be assessed in light of the overall result of the oral examination and it will give students the possibility to increase their final mark of up to 3 points (out of 30).

***NOTES AND PREREQUISITES***

Students are advised (but not required) to have a certain familiarity with the basic concepts of marketing. Prerequisites include personal interest and desire to actively participate in lectures.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.