# Medial and Digital Communication for International Companies

## Prof. Paolo Carelli

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide a theoretical and operational framework for the new communication tools available to the business and institutional world in the digital and multi-platform context, including on a global and international level. In particular, the course will address developments in business marketing and business communication in relation to the communication and promotion opportunities made possible by the new converged media system.

*Conoscenza e comprensione*

By the end of the course, students will be able to navigate the current dynamics of business communication and understand the main principles that govern the communication choices of brands and companies in different sectors, particularly the prevailing forms and languages that are emerging in the world of the web and social media and their cross-pollination with other media forms.

Ability to apply knowledge and understanding

At the end of the course, students will be able to recognise the main forms of editorial-commercial transmedia in the field of brand and organisational communication, to analytically define the strategies of the different players, and to identify the creative and operational functional aspects for planning and managing a transmedia business communication activity.

***COURSE CONTENT***

The course will be structured around a few macro-themes, supported by significant and successful case histories:

* Forms and models of business communication and storytelling in the converged transmedia scenario: branded content, influencer marketing, native advertising, podcasts, and related production, distribution and financing models.
* Some key strategic areas and approaches (fashion, tourism, cultural institutions, sport, sustainability, etc.)
* Measuring and assessing the effectiveness of business communication actions and campaigns by identifying KPIs and recognition tools and methods.

***READING LIST***

P. Bertelli – G. Segreto (ed.), *Transmedia branding. Narrazione, esperienza, partecipazione*, Edizioni ETS, Pisa 2020.

L. Conti – C- Carriero, *Content Marketing. Promuovere, sedurre e vendere con i contenuti*, Hoepli, Milan 2019.

D. Coleman, *Building Brand Experiences. A Practical Guide to Retaining Brand Relevance, Kogan Page*, London 2018.

The bibliographical information will be completed during the course.

***TEACHING METHOD***

Lectures alternated with guest speakers from the world of media and digital communication for business. The analysis and discussion of case histories and will be a central element.

***ASSESSMENT METHOD AND CRITERIA***

The exam takes place in written form and consists of 3 questions of equal value; the written exam will contribute 50% to the overall assessment. Students must demonstrate knowledge of and the ability to apply the theories and concepts learned, navigate the themes and issues covered on the course and express clear and relevant arguments in relation to the questions asked. Students will be asked to prepare a project on topics and areas to be agreed with the lecturer, as an opportunity to apply the approaches, methodologies and skills acquired during the course. The project will contribute 50% to the overall assessment.

Students will be assessed on their understanding of the themes, their use of specific terminology and their ability to analyse and plan based on the course content.

***NOTES AND PREREQUISITES***

There are no prerequisites for this course in terms of contents. Students should have an interest in business communication, media and digital languages, in the world of brands and the changes they are undergoing in the contemporary scenario.

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.