# Tools and Strategies for Communication in Organisations with a Workshop on Corporate Communication

## Prof. Simone Carlo; Prof. Daniele Milesi

### **Tools and strategies for communication in organisations**

### Prof. Simone Carlo

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

***Course aims:***

The course aims to explore the role played by communication in organisational contexts from the point of view of companies and institutions, also considering the processes used to communicate and present brands. Thanks to this course, students will develop their knowledge of complex communication phenomena in different fields of our contemporary society: consumption, politics, social communication, and employment.

***Intended learning outcomes:***

*Knowledge and understanding.* At the end of the course, students will be able to use the categories and the concepts learnt in class to analyse and interpret complex communication phenomena in different fields of our contemporary society: consumption, politics, social communication, and employment.

In particular:

*Ability to apply knowledge and understanding.* At the end of the course, students will be able to:

* design effective communication plans;
* manage activities that are usually carried out by press offices and the communication department of companies, public, private, and social organisations;
* plan the communication campaigns of political groups, associations, and trade unions, using multiple and integrated media tools.

*Critical analysis and communication skills.* At the end of the course, students will be able to:

* make assumptions on and carry out structured analysis of the topics explained during the course, thanks to the use of a proper methodology;
* analyse the complex communication processes of contemporary society;
* analyse and present, using appropriate terminology, the communication strategies adopted by companies, and public and private organisations;
* carry out an in-depth analysis of specific topics and explain them through a speech based on the methodology learnt in class.

***COURSE CONTENT***

The course is structured into 3 thematic sections:

Introduction to the transformation processes in communication, in the media and in the public:

- the media and communication scenario;

- the transformation of means of communication and convergence processes;

- the evolution of audiences and consumers.

Marketing and brand communication:

- introduction to brand communication in the age of Web 2.0;

- web marketing and cross-media planning;

- the evolution of retail and point of sale communication.

- introduction to the actors and subjects of corporate and brand communication;

The evolving scenarios of corporate and institutional communication:

- public and social communication;

- internal communication in companies and institutions.

***READING LIST***

The reading list is different for attending students (who carry out the analysis of case history in class) and non-attending students.

For attending students, a selection of chapters -indicated in class- of the following texts :

RENATO FIOCCA , ROSSELLA C. GAMBETTI , CHIARA SOLERIO, *Brand Experience. Relazioni impresa-cliente e valore di marca*, 2016, Franco Angeli

MAURIZIO MASINI; JACOPO PASQUINI; GIUSEPPE SEGRETO, *Marketing e Comunicazione, Strategie, strumenti, casi*, 2017, Hoepli

PHILIP KOTLER E GIUSEPPE STIGLIANO*, Retail 4.0*, 2018 Mondadori, pages 201

For non-attending students, the complete version of the above textbooks.

***TEACHING METHOD***

Classroom lectures. The course will include the participation of experts in the field and people with managing positions in local companies to favour a first approach to the working world.

***ASSESSMENT METHOD AND CRITERIA***

*For attending students:*

Assessment consists of an oral exam.

The exam aims to test students’ knowledge of the textbooks in the reading list and their acquisition of critical and analytical skills regarding current phenomena. The following parameters will be evaluated: solid knowledge, argumentative and analytical skills, understanding of social and media phenomena. Each answer will be assigned a mark on a 30-point scale; to obtain a pass mark all questions must reach at least 18/30. The final mark consists of the average of the scores obtained.

Attending students may increase their exam mark by presenting case studies on topical issues about corporate and institutional communication strategies. The written test is worth 70% of the final mark, while the group project work 30%.

*For non-attending students:*

Assessment consists of a written exam to be taken during the official exam sessions.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course.

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.

# Workshop: Tools for corporate communication (3 ECTS)

Prof. Daniele Milesi

***Text under revision. Not yet approved by academic staff.***

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

*Course aims*

The course aims to provide students with the strategic and analytical tools required to design, develop, and monitor a corporate communication plan, focused on publishing activities.

*Intended learning outcomes*

The intended learning outcomes can be described as follows:

*Knowledge and understanding.* At the end of the course, students will be able to recognise the best communicative solutions in an integrated marketing campaign, and identify the strengths and weaknesses of a communication strategy, taking into account the reference media market.

In particular:

*Ability to apply the knowledge acquired.* At the end of the course, students will be able to:

* Select the most valid elements in terms of communication, in order to create an integrated marketing strategy
* Read the exposure metrics of a campaign
* Analyse the main KPIs
* Analyse and design integrated strategic solutions that are able to exploit owned and paid media synergically.

*Critical thinking and communication skills.* At the end of the course, students will be able to:

* Analyse a media context in order to understand its strengths and weaknesses, identifying the possible solutions at the strategic level
* Assess the value of an integrated marketing campaign, analysing the results obtained and comparing them with the expected outcomes
* Describe the best strategic solutions related to a communication plan, in relation to the objectives proposed.

***COURSE CONTENT***

During the workshop, students will be guided across the analysis and reconstruction of an integrated marketing strategy of a publishing company (group or individual work).

The strategy will be analysed by students with the support of the lecturer, starting from the definition of the communication goals, the analysis of competitors and the media context, up to the reconstruction of the overall strategy.

***READING LIST***

[Textbooks for non-attending students]

massimo scaglioni, anna sfardini, *La televisione. Modelli teorici e percorsi di analisi, Carocci, 2017, only the chapters 1, 2, 3, 7, 8, 11, 12, 13, 14,*

***TEACHING METHOD***

The course will include the analysis - carried out by students through guided practical activities - of an editorial plan from an integrated marketing perspective. Also, it will introduce real case studies based on editorial marketing campaigns, in order to give students the possibility to become more familiar with some techniques that led to concrete achievements in this field.

***ASSESSMENT METHOD AND CRITERIA***

The assessment of the intended learning outcomes will be based on the evaluation of the project carried out by students.

Students will have to submit a presentation in which they will illustrate in detail the analysis of the communication strategy, and, during the exam, they will be asked to discuss the project.

The assessment criteria will include the relevance of the case study of their choice, the proper use of metrics and advertising vocabulary, the ability to create an accurate and well-structured presentation.

The project will award students with a mark expressed in thirtieths; in order to pass the exam, the students’ answers to the questions asked during the presentation will have to get a mark of at least 18 points out of 30. The final mark will result from the average between the points obtained, including the questions and the assessment of the project.

Non-attending students will have to take a written exam on the official exam dates of the Tools and Strategies for Communication in Organisations course.

***NOTES AND PREREQUISITES***

*Prerequisites*

As this is an introductory course, there are no prerequisites in terms of content.

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.