# Media content management

## Prof. Alice Palumbo

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

The Course is dedicated to teaching the method and practice of managing the content needs of a brand. The topics will focus, widely speaking, on various situations: small and medium-sized businesses, institutions operating on the territory engaged in the preservation and promotion of environmental and cultural assets, publishing and media companies interested in digital innovation opportunities.

During the course, techniques and parallel instruments for transmitting an approach, also from the creative point of view, will be examined in depth: the aim will be to find increasingly new expedients for communicating organisations in line with current events. New digital metrics in line with the needs of the community starting from the main fulcrum, i.e. the word, to give, constantly, new meanings to the term communication.

*Expected Learning Results*

Possession of certain basic know-how about marketing techniques, so as to understand both the results of market researches and the strategic projects which derive from them with reference to products, brands, institutions and territories, in particular through web marketing strategies.

Possession of some general know-how about the corporate organisation and relevant dynamics, and know how to understand the specific role of communication within such complex systems, demonstrating critical analysis capacity of contents and situations, acquisition of awareness connected to contents management, up to expressing one’s own thoughts which will have a reflective and practical nature,

Flexibility and adaptation to change in the construction of a plan structured in phases. The project phase, planning how to act, interweaves with the action itself and with its assessment, in a process of gradually perfecting the project.

Expertise in the production and selection of ideas and contents (textual and/or visual).

Capacity to proceed through error, in this way learning how to manage feelings linked to the sense of failure.

Capacity to propose, and not to impose, ideas, managing feelings connected to the sense of protection, blending personal sentiments and professional reasons.

***COURSE CONTENT***

**Content Management**

What makes a Media Content Manager? And how does such a role differ from that of the Social Media Manager, the Community Manager or the Web Editor?

There is no doubt that, in the new definition of even more specific job positions in increasingly innovative spheres, it is difficult to be recognised in one single and clear professional “title”.

So, it is important to be aware of the role one covers within the organisation and the results expected from the job performed at strategic level. The basis of all of this is the content, which opens up the road to significant interactions for creating added value. So, we will investigate the areas and implementation techniques regarding the various fields of application to return to the focus on education towards critical thought and reflective aptitude, both from the creator and contents-user point of view.

**Analytical content marketing. True wealth is knowledge**

To study, observe and examine in depth. Without analysis, content marketing is impossible.

First of all, there is the extensive perception of trends, followed by an examination of demand and, consequently, competition; then, to reach an in-depth knowledge of the topic which really interests us. Online, the challenge is to intercept. Whether there are technical instruments that can help in the exploration of the immense data-base represented by the web, or thanks to interpretation of the present day implemented in an intelligent way by human capacities. It is necessary to construct and manage knowledge in order to guarantee an unassailable online reputation, to make oneself known and recognised.

**Strategic content marketing. Intuition of a context**

In the challenge for ongoing exposure and making oneself constantly more attractive, being successful no longer depends on one’s own technical-functional qualities only: the concept of relationship, in all its meanings, is central.

The web and new communication instruments force companies to listen to their own stakeholders and become veritable “value bearers” for the communities with which they interface. Therefore, it is important to be aware of the context in which we work and the importance of the contents and the message which has an impact on reality. Sometimes the planned strategy must be reviewed, for example: communication in times of crises.

**Operating content marketing. Do, Do well and Make it known**

To conceive, plan and manage communication operations. Carry out campaigns on social media, design an in-house company communication, construct a corporate branded content, management of public relations and press offices via the web and social media, the conception and implementation of storytelling operations through different media (for example: production and promotion of web series), and so forth. The use of language, knowledge of production processes in a co-evolutive environment and the production of a strategy within a communication environment at three hundred and sixty degrees will be investigated.

**Aesthetics and communication**

A more specific approach to aesthetics, as a philosophical category, applied to today’s world of communications. Communicators of today, and tomorrow, must have a transversal, far-seeing critical-strategical approach. The basis of the analysis will focus on the advertisement, without a doubt more capable of virality than other means, the protagonist from the origins of the cinema and in everyday life. In fact, the focus will be on points of contact with the expression, feeling, creation, usage and exercise of the judgement of taste which, since they are part of art, can also be applied to the world of the new media, advertising and marketing.

**(Non) creative writing**

Producing contents, clearly implies creating them. One must therefore be able to write narrative texts, persuasive both in the verbal and graphic-visual and audio-visual form. In Italian, quickly and accurately, and comprehensible at an informative level. In fact, the most effective stories are told through words and data.

In a historic time like the present one, where we have a massive over-production of contents within ultra-competitive markets, quality contents are a guarantee of value for the identity of a company.

**Ethics and communication**

We must be aware of the role covered by our job and its implications, including ethical ones. So, we will examine the principle of responsibility, anchoring it to the importance of the produced contents and their value. The aim will be that of verifying the concepts of truth and falsehood in the web and advertising field and investigating the capacity of judgement in discovering discrepancies and forcing of contents. Last but not least, the topic of corporate social responsibility will be discussed with awareness that the health emergency of 2020 has changed communications’ paradigms.

**Successful case history**

We will take into consideration specific examples of content and strategic works on real brands. Tales of paths, methods and choices, with a focus on the result achieved, certainly, but, above all, on the methods and implementations applied to achieve it.

**Learning by doing**

From theory to practice. During the course the implementation of a content-based communication and marketing project will be required, putting into practice the theoretical part illustrated during lessons.

***READING LIST***

For everyone (whether you attend or not)

* A. Palumbo - L. Borsoni Previdi, *Estetica virale. Lo spot pubblicitario nel capitalismo digitale*, L’Arca di Scholé, Brescia 2020.
* F. Colombo, *Ecologia dei media. Manifesto per una comunicazione gentile,* Vita e Pensiero, Milano 2020. [Acquista da V&P](https://librerie.unicatt.it/scheda-libro/fausto-colombo/ecologia-dei-media-manifesto-per-una-comunicazione-gentile-9788834341063-683174.html)

In addition, for attendees (one text of your choice from those listed) and for non-attendees (three texts of your choice from those listed)

* D. McQuail, M. Deuze, *McQuail’s Media and Mass Communication Theory,* Seventh Edition 2020
* S. W. Littlejohn, K. A. Foss, J. G. Oetzel, *Theories of Human Communication*, Eleventh Edition
* M. Pometti F. Tissoni, *Comunicare con i dati. L’informazione tra data journalism e data visualization,* Ledizioni, Milano 2018
* B. Bandera, *L’impresa coevolutiva. Le quattro sfide del management,* FrancoAngeli, Milano 2019 (solo Introduzione, Overview e Seconda Parte)

***TEACHING METHOD***

Classroom lessons with digital supports: slides, maps, diagrams, audio-visual aids. Exercises and practical simulations. Presentation of more than one version of the same content using a variety of supports and techniques to tackle different learning preferences.

***ASSESSMENT METHOD AND CRITERIA***

Oral examination for everyone. For attendees only, in addition to the study of books in line with the contents of the lessons (the major part of the exam), illustration of the project outlined in class and finished independently. For non-attendees, the project is substituted by additional tests with respect to attendees.

Assessment research centred on the explanation of the topics discussed (descriptive, more quantitative) and research focused on in-depth comprehension of the topics tackled (interpretative and more qualitative).

***NOTES AND PREREQUISITES***

The teaching presupposes a basic preparation on the history and theory of the media, interest and intellectual curiosity regarding the contemporary debate concerning contents management.

*Times and place for receiving students*

Professor Alice Palumbo receives students on appointment (alice.palumbo@unicatt.it) before and after lessons where the course is held