## **Brand communication and enterprise communication rules**

## Prof. Ruben Razzante; Prof. Silvia Biraghi

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

The course looks at brands as business, cultural and social resources and aims to provide an overview of the latest evolving trends in enterprise communication and branding practices. It therefore takes a critical approach to consumption, to brand-consumer interaction and the markets, inspired by the contemporary perspectives of Consumer Culture Theory, to encourage students to develop knowledge, awareness and useful skills for the management and protection of the brand from a cultural branding point of view. The course therefore aims to co-build with the students’ considerations and guidelines which are useful for creating brand communication projects. Furthermore, the course intends to offer students the fundamental elements for the application of legal and deontological laws of enterprise communication.

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

* understand the distinctive characteristics of a brand and support its positioning through communication;
* analyse consumers and their consumer culture in order to develop insights for the development of communication concepts;
* connect the development of brand promise and consumer experience with the development of cultural and social-political dynamics that animate the social fabric of which the brands are a part;
* create brand communication projects designed to strengthen the relationship between brand and consumer;
* apply legal and deontological rules to enterprise communication and branding practices, so as to resolve concrete cases related to the protection of traditional media and online rights.

***COURSE CONTENT***

First Module: *Prof. Ruben Razzante*

1. The tools of communication rights. The fundamental categories: information, communication and connection. The right to information and balancing with other rights*.* Fake news and the quality of information.

2. The reform of privacy in Europe. Privacy and technologies. The responsibility of the Internet service provider*.* Social networks*.* Damage caused by spamming. Telemarketingand the opposition register.

3. The protection of rights online: honour, reputation, image, dignity, oblivion and other digital user rights. Cyberbullying and revenge porn. Online defamation.

4. Public bodies and communication Transparency, access rights, customersatisfaction, reporting and digitalisation. The new professionalities.

5. “Traditional” copyright and online copyright after the European reform of copyright (EU Directive 2019/790 transposed in Italy).

Second Module: *Prof. Silvia Biraghi*

1. Expanding boundaries: the frontiers of brand communication
* The role of constantly evolving brands
* Legitimacy, brand activism and woke washing
* Techno culture, post-truth and brand authenticity
1. Basic concepts of brand management
* Brand identity
* Brand positioning, differentiation and relevance
1. Designing and reinventing brand communication
* Developing insight
* Intercepting and exploring trends
* Designing a cultural branding project

***READING LIST***

First module:

R. Razzante, *Manuale di Diritto dell’informazione e della comunicazione*, Padua, Cedam-Wolters Kluwer, ninth edition, 2022. Students must purchase the new edition of the manual. Other editions are not valid. Please note that photocopying textbooks is prohibited by law. Additional reading indications will be provided by the lecturer during the course.

Second module

D. Holt, *How Brands Innovate: The Principles of Cultural Strategy.* Oxford University Press, 2022 (if not available in time replace with Holt, D., & Cameron, D. *Cultural strategy: Using innovative ideologies to build breakthrough brands.* Oxford University Press, 2010).

J.N. Kapferer, *The new strategic brand management: Advanced insights and strategic thinking,* Kogan Page Publishers, 2012. (Chapters Introduction, 1, 2, 4, 6, 7, 14).

***TEACHING METHOD***

The course is based on classroom lectures designed to provide a conceptual framework of course topics and on students’ contribution to the discussion and exploration of current corporate communication initiatives. There will be accounts and presentations of case studies by external experts.

In order to facilitate the assimilation of what students learn during lectures, students attending lectures for the second module will do project work in groups on a real brand communication case; students will be assessed with their project partner. There will also be short tasks/assignments to complete during the course and there will also be a discussion forum.

***ASSESSMENT METHOD AND CRITERIA***

For the first module, assessment will be based on the following criteria. The examination will be oral. Students will be assessed by means of a series of questions to test their understanding of the dynamics of the world of communication and the protection of rights, as well as and especially within the virtual world. Students will also be assessed on their command of legal and technical language. They will be asked to apply notions learned during the course to practical cases. Marks over 28/30 will only be awarded to students who are able to master the technical-legal language, limited to the topics covered during the course.

For the second module, students will be assessed by means of a written examination, consisting of two theoretical-applicative open-ended questions on topics covered in the classroom and the material provided by the lecturer on BlackBoard. The group project work will also contribute to assessment. Students who have completed the group work can use their mark to complete the examination during the official sessions in January and February 2023.

For non-attending students, there will be an oral examination on the first module, as described above, and for the second module a final individual written examination composed of three theoretical-applicative questions on the various sources in the reading list.

***NOTES AND PREREQUISITES***

In the event that the health emergency should continue, both teaching activities and any forms of learning monitoring, both in progress and final, will be provided also remotely through our University's BlackBoard platform, the Microsoft Teams platform and any other tools envisaged and notified at the beginning of the course, so as to ensure the full achievement of the formative objectives set out in the study plans and, at the same time, the safety of our students.

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