**Marketing for Media and Creative Industries (with Module on Positioning and Launching a Media Product)**

Prof. Gloria Dagnino

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

The course aims to provide students with theoretical and practical tools for recognising and analysing the main marketing strategies adopted in the field of creative industries, and for identifying the most suitable strategies for developing actions to promote media products. Students will be able to assess the identity, characteristics and typologies of creative industries; identify marketing actions aimed at enhancing and promoting media products; to implement the acquired notions in the development of original projects.

The course will be organised into two modules:

*Module A* - *Marketing for the media and creative industries:* will provide theoretical knowledge and methodological bases necessary for understanding and analysing the main marketing strategies implemented, also synergetically, by national and international companies operating in the creative industries sector, and in particular: film and audio-visuals, advertising, fashion, tourism. The module will analyse, also from a diachronic perspective, the constantly evolving role that marketing activities– and the related professional players – have in the development and financing of the media and other products from creative industries, their economic and cultural value.

*Module B* – *Positioning and launching a media product*: will provide theoretical knowledge and methodological competences for assessing and producing the launch of a media product. In particular, the module will focus on the role of showing films in the contemporary film and audio-visual industry, in order to identify and plan the most effective strategies cinemas use to both enhance and launch media products (the cinema as a “container” of films, and more), and itself (the cinema as a media product).

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

With reference to *Module A*:

- acquire knowledge related to the critical and theoretical debate surrounding the concept of creative industries and its adoption into national and supranational cultural policies;

- acquire competences related to the marketing sector applied to products and services within creative industries;

- recognise and analyse the main strategies and techniques implemented in the marketing of brands and products within creative industries.

With reference to *Module B*:

- acquire competences for recognising strategies implemented in the launch of a media product, assessing the best and worst practices;

- recognise and understand the social, cultural and economic implications of showing films, with particular reference to today;

- know how to design positioning, promotional and marketing strategies for media products;

- know how to design projects to enhance and redevelop film theatres.

***COURSE CONTENT***

The course will cover the following topics:

*Module A* – *Forms and genres of film and audio-visuals*:

Module A follows three main lines. The first line focuses on the concept of creative industries, its political-legislative framework on a national and European level, the value and main players of its markets. The second line concentrates on the concept of marketing, whilst highlighting the central importance this economic and professional sector has for creative industries starting from the initial segments of the value chain. The third line analyses some of the main marketing strategies and techniques applied to different brands and media products and creative industries, such as film and audio-visuals, fashion and tourism, also via a selection of significant cases. In this respect, particular emphasis will be placed on forms of collaborative marketing between different enterprises in the creative sector. From a geographical-political perspective, the module will mainly refer to the United States, the European Union and the Italian context. From a theoretical-disciplinary perspective, the module will mainly adopt a economic-political approach but without compromising the cultural scope of the phenomena considered.

*Module B* – *Positioning and launching a media product*:

The module will concentrate on positioning strategies for media products, with particular reference to the contemporary context. Via the analysis of both national and international example cases, the module will identify positioning and launching strategies for media products in a cross-media, transnational context. In particular, the module will start from the analysis of the specific historical, cultural, social and economic-industrial specifics of the showing of films on an international and national level. The cinema will be considered as both a place which hosts the launch of different media products (films, festivals, theatre, music, videogames etc.) as well as a media object to communicate and promote. In this respect the economic-industrial role of the cinema is considered as much as the social and cultural role.

***READING LIST***

The reading list will be provided at the beginning of the course. The course material will be indicated and available on Blackboard. For *non-attending* students (see Notes) there will be an alternative syllabus, posted on Blackboard.

***TEACHING METHOD***

The course will consist of frontal lectures; individual accounts and *Q&A* sessions with professional figures from the sector; analysis of strategies and case studies; exercises to be completed in class.

***ASSESSMENT METHOD AND CRITERIA***

Assessment will be based on a test and/or an interview on course material (70%), aimed at checking students’ understanding and knowledge of content discussed during lectures in the two modules, and project work (30%).

Assessment will take into account the following elements:

- completeness of knowledge and practical competences;

- abilty to apply knowledge acquired in the classroom to concrete projects;

- ability to communicate objectives and outcomes of projects.

The following elements will also contribute to the final mark:

* participation in activities presented during lectures;
* participation in lecture activities and initiatives designed to strengthen cmplementary competences (e.g. creative-productive or soft skills);
* participation in initiatives in partnership with companies within the framework of the course.

***NOTES AND PREREQUISITES***

The prerequisites for successful participation in the course will be acquired during the first graduate degree year.

Students who, for curricular reasons (such as work placement, international mobility, etc.), are unable to attend the course must contact the lecturer at the start of the semester to arrange an alternative syllabus.

Registration on the course Blackboard platform is compulsory for all students. Information regarding events, meetings workshops and other activities connected to the course will be provided via the Blackboard mailing list.

COVID-19

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.*