**Workshop: Media relation**

Prof. Dalia Andreotti

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

This module intends to provide students with a general understanding of the role and importance of Media Relations and more generally, of Public Relations today, within manufacturing companies and the management thereof. The aim is to illustrate the main theoretical and practical tools for understanding and overseeing an increasingly complex subject, which dialogues on a daily basis, either directly or in a mediated manner, with all the company’s stakeholders: from its shareholders to its employees, from its consumers to customers and suppliers, from local communities to public opinion, to the world of institutions, finance and politics.

At the end of the course, students will be familiar with different profiles operating within companies in the Media Relations and Investor Relations fields; the reference sector, the main Italian and foreign operators; the most important institutions. Students will be able to use the main management tools of a press office, as well as acquire specific skills for creating digital Public Relations campaigns.

***COURSE CONTENT***

The course will explore the following topics in detail:

* the strategic role of Public Relations within a modern company;
* the sector, the main international players, the agencies, the professional figures;
* Opinion, Corporate and Brand PR;
* Aims and tools of Media Relations within manufacturing companies;
* Digital PR and relations with influencers;
* crisis and issue management;
* measuring needs and outcomes.

***READING LIST***

Material and presentations provided by the lecturer.

R.R. Venturi-C. Casalegno-P. De Palma, *Comunicazione integrata e PR: istruzioni per l’uso*, Franco Angeli, Milan, 2014.

***TEACHING METHOD***

The course is based on classroom lessons designed to conceptually explore all the main topics concerning modern Media Relations. Ample space will be given to the presentation of company cases and accounts from various professional figures operating in the sector, as immediate feedback, from a practical point of view, about what has been presented on a theoretical level.

***ASSESSMENT METHOD AND CRITERIA***

Module B will account for 30% of the final examination mark. The examination will consist of a one-hour written examination. Students will be required to answer three open-ended questions on content from lessons in the classroom, on material provided by the lecturer and the course reading list.

***NOTES AND PREREQUISITES***

Blackboard will provide didactic and operational support to the course and it is where students can find material posted by the lecturer.

Students are strongly recommended to attend the course and take an active part in lectures.

Students must have basic knowledge of marketing concepts and corporate communication.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

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.