Publishing Product Marketing

## Prof. Arianna Leonetti

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

The course aims to provide students with a general knowledge of the mechanisms at the basis of book marketing, with a focus on the history of contemporary Italian publishing.

At the end of the course, students will be able to understand the logics of commercial business policies, and easily find their way both in the contemporary Italian publishing panorama, and in the one of the recent past.

***COURSE CONTENT***

An overview of marketing within the historical development of 20th-century Italian publishing – Inside (and outside) a publishing house: the publishing supply chain – Marketing and cultural marketing – The key words, principles, and professions of publishing marketing – The new era of social and digital marketing.

***READING LIST***

The careful study of the following textbooks is compulsory:

Irene Piazzoni, *Il Novecento dei libri. Una storia dell’editoria in Italia,* Carocci editore, Rome, 2021.

Alessandro Bollo, *Il marketing della cultura. Nuova edizione*, Carocci editore, Rome, 2019.

The careful reading of the following textbook is compulsory:

*Tra cultura e mercato. Storie di editoria contemporanea*, a cura di Arianna Leonetti, Ronzani editore, Dueville, 2022.

The students who do not have the possibility to attend classes on a regular basis will have to define a specific reading list with the lecturer.

***TEACHING METHOD***

The course will be based on frontal lectures and practical activities to be carried out individually or in groups.

***ASSESSMENT METHOD AND CRITERIA***

The oral exam, aimed to assess the knowledge and the skills acquired during the course, will be based on:

a) the presentation of a publishing case, with the support of power point (or similar).

b) the in-depth knowledge of the textbooks included in the reading list and the lecture notes. Furthermore, students will be assessed on the use of an appropriate terminology, and the ability to be concise and reformulate the newly-acquired concepts.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. Class attendance is strongly recommended. The students who need to take the exam on the contents of a course held in a previous academic year, are invited to inform the lecturer well in advance of the official exam date of their choice.

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.