# Theory and Techniques of Image Promotion

## Prof. Stefano Biancu; Prof. Simona Baroni

Module 1 (*Prof. Stefano Biancu*)

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

The first module aims to provide students with the theoretical coordinates needed for the study of image-promotion techniques which will be studied more in-depth in the second module. The first module may also be taken as a single-semester course in its own right.

By the end of the module, students will be able to describe the essential anthropological aspects of the relationship between human beings and images; identify the major paradigms that have emerged to interpret this theme in the West; appreciate the importance of the anthropological and symbolic depth of images in social and economic phenomena such as advertising and, thereby, understand them in a context that extends beyond individual sectors.

***COURSE CONTENT***

This module sets out to take a closer look at the symbolic status of images with special reference to images in advertising.

***READING LIST***

S. Biancu-A.Grillo, *Il simbolo*, San Paolo, Cinisello B. 2013, pages 13-99.

M. Morelli, *L’immagine dell’impresa. Le leve strategiche della comunicazione nell’epoca del cambiamento,* Milan, F. Angeli, 2002 (available in ebook version).

R. Débray, *Vita e morte dell’immagine: una storia dello sguardo in Occidente,* Il Castoro, Milan 2010

A. Grillo-G. Bonaccorso, *La fede e il telecomando. Televisione, pubblicità e rito*, Cittadella Editrice, Assisi 2001.

Material supplied during lectures will also be available on the tutor’s webpage.

***TEACHING METHOD***

Lectures, student presentations of case studies.

***ASSESSMENT METHOD AND CRITERIA***

Assessment will be based on an oral examination and - in the case of students who have attended at least three quarters of the course and also presented in class case studies arranged with the lecturer – also on their own written work. Final assessment will take into account: 1) how well students have understood what they were taught at lectures; 2) how familiar they are with the reading list provided; 3) their ability to select and interpret case studies in the light of what they have learnt at lectures.

***NOTES AND PREREQUISITES***

The module has no prerequisites in terms of content. Students are nevertheless expected to demonstrate an interest in and intellectual curiosity about the subject.

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=ENG or on the Faculty notice board.

### Module 2 (Prof. Simona Baroni)

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

The second module aims to explore and study the key features of integrated communication and image promotion and brand management for a specific company, body, institution, leader, or public figure. The module aims to provide students with the theoretical coordinates and techniques that will allow them to have an in-depth view of the world of communication and the professional figures that are part of it. They will therefore be able to enrich their academic career with a theoretical / practical knowledge of the activities that make up the ecosystem of business communication.

***COURSE CONTENT***

The module aims to study the declinations and tools of integrated communication and to provide adequate knowledge to be able to operate in the field of communication and public relations, as well as to deepen the historical aspects related to the birth of public relations and the development of digital communication.

***READING LIST***

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

P. Kotler – S. Hollensen – M.O. Opresnik, *Social Media Marketing – Marketer nella rivoluzione digitale,* Hoepli, 2019

I. Calvino, *Lezioni americane – sei proposte per il prossimo millennio,* any edition

***TEACHING METHOD***

Classroom lessons that in some cases will see the presence of external witnesses, experts in different sectors and with professional competences related to the world of communication.

***ASSESSMENT METHOD AND CRITERIA***

Oral exam based on the topics explained during the course. Therefore, students will be assessed on their knowledge of the subject. Students who want to present an in-depth study on a topic of their choice will be able to do so, taking into account that, however, the exam includes questions relating to the entire course.

***NOTES AND PREREQUISITES***

The module has no prerequisites in terms of content. Students are nevertheless expected to demonstrate an interest in and intellectual curiosity about the subject. Attendance is recommended so that students can interact and engage more broadly and profoundly with the lecturer and the topics addressed.

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=ENG or on the Faculty notice board.