# Communication and Digital Marketing

## Prof. Nicoletta Vittadini

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

The course aims to provide students with specific knowledge that will enable them to understand the how digital communication works and its application within the activities of media, businesses, associations and institutions.

In particular, the course will provide students with in-depth knowledge on: the current ecosystem of digital communication and social media (background knowledge); the communication of enterprises, institutions and associations through social media (analytical and applied); new frontiers of communication in the digital environment (interpretative).

By the end of the course, students will be able to: understand the main communication logic of web 2.0 and social media; and identify and apply the different communication strategies used on social media and platforms 2.0 by the media, businesses, influencers and celebrities.

By the end of the course, students will be able to analysis communication and promotional strategies on social media and web 2.0 using the correct methods, and identify their distinctive features, strengths and weaknesses.

By the end of the course, students will also have developed strong independence of judgement as regards the main characteristics of digital communication.

***COURSE CONTENT***

The course takes a theoretical and analytical approach supported by case history analysis, and will address:

* forms and strategies of digital communication (e.g. personal branding; influencer marketing; content strategy for companies and institutions; advertising using search engines and social media);
* specific communication within certain sectors: media; food; travel.
* methods for analysing and evaluating digital communication: analysis of publishing plans; web analytics and sentiment analysis.

***READING LIST***

TUTEN T. SOLOMON M., *Social Media Marketing: Post-consumo, innovazione collaborativa e valore condiviso*, Pearson Milano, 2020 (III edizione)

AKIKO ARAI, YONG JAE KO & KYRIAKI KAPLANIDOU Athlete brand image: scale development and model test, *European Sport Management Quarterly*, 2013.

VRONTIS, Demetris, et al. Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International* *Journal of Consumer Studies*, 2021.

Course notes and slides

N.B. Both of the English-language essays are available as part of the university’s online resource collection.

***TEACHING METHOD***

The teaching method includes theory-based frontal lectures; case analyses and guest speakers.

There will also be hands-on lecturer-led tasks, both individual and group.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of:

1. A one-hour written test, based on 11 multiple-choice questions and 3 open questions on the topics covered during the course. Students must demonstrate secure knowledge of: brand communication strategies; analytical, personal branding and influencer marketing methodologies. Students will be marked out of 30. Each closed question will be worth 2 marks and each open question will be work 3 marks (with a maximum score of 30 with *lode*).

2. The written test will be supplemented with a practical supervised task to be carried out individually or in a group during the course, comprising the analysis and development of the digital communication strategy for a media form, enterprise, association, institution or celebrity. The project will be presented using slides prepared by the students. Students will be assessed on their ability to apply analytical methodologies and identify the strengths and weaknesses of the strategy analysed, and on their ability to develop a communication project. The mark for the supervised practical task - out of 30 - will be averaged with the mark for the written test.

***NOTES AND PREREQUISITES***

All students must check for any changes to the syllabus in the lecturer's virtual classroom and on the university website.

As this is an introductory course, there are no prerequisites in terms of content.

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.