# Psychology of Communication for Organisations and Marketing

## Prof. Andrea Gaggioli; Prof. Carlo Galimberti

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

The course proposes two complementary objectives, aiming to provide students with a general understanding of:

– the main communication study models developed in the psychological field;

- tools and methods for managing interventions to support organisational and institutional communication both within and outside the organisation.

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

– analyse communicative processes according to semiotic-cognitive and dialogic-conversational perspectives (knowledge and understanding);

– recognise the methods for constructing individual, group and organisational subjectivities through digital media (knowledge and understanding);

– design and implement communication processes in organisational and marketing contexts, with particular attention to the enhancement of subjects, the choice of artefacts, and the strategic use of contexts (ability to apply knowledge and understanding);

* demonstrate original analytical and argumentative skills regarding the topics covered in the course, with particular reference to the cases and materials discussed in class (autonomy of judgment);
* express concepts and use psychological categories with argumentative ability and language command (communication skills);
* understand main characteristics, similarities and differences of the theories, methods and operating techniques presented (ability to learn).

***COURSE CONTENT***

The course will comprise two modules:

Module 1: *From communication to conversation: the theories, methods and analytical techniques underlying the pragmatic side of communication processes.*

Module 2: *Towards the digital transformation of conversational interaction methods in organisational contexts and in marketing: analyse, plan and implement effective communication processes in organisational contexts and in marketing*

***READING LIST***

Texts to be studied analytically (used for credit calculation):

A. Gaggioli (2017), *Phygital Spaces: When Atoms Meet Bits. Cyberpsychology, Behavior, and Social Networking*, 20 (12), 774-774.

G. Albeggiani-C. Galimberti-A. Lamarque-S. Todisco-C. Zucca, *Digital Enterprise. Innovare e gestire le organizzazioni 2.0.,* Hoepli, Milan, 2015. Chapter 1 (pp. 1-16) and 2 (pp. 17-76).

C. Galimberti, *Segui il coniglio bianco. Processi identitari e costruzione della soggettività nella presentazione di sé: il caso delle interazioni online,* in E. Marta-C. Regalia, *Identità in relazione. Le sfide odierne dell’essere adulto*, McGraw Hill, Milan, 2011, p. 73-127.

C. Mazzoleni-C. Galimberti, *Analisi delle Conversazioni. Linee guida ed esempi,* EDUCatt, Milan, 2013.

L. Anolli (2012), *Fondamenti di Psicologia della Comunicazione,* Il Mulino, 2012 (second edition). The following chapters: Chapter 1 “Prospettive sulla comunicazione umana” (pp. 13-43); and chapter 5 “Comunicazione non verbale” (pp. 153-188).

W. Batat-G. Iasevoli (edited by), *Experiential marketing. Comportamento del consumatore, customer experience e le 7E del marketing mix esperienziale*. Franco Angeli, 2022.

A Text to choose from:

M. Cantamesse-A. Facchini-G. Meardi (2022), *Digital Marketing,* Milano, Hoepli. A. Fontana (2016). *Storytelling d’impresa*. Milano, Hoepli, 2016 (disponibile anche in formato Kindle) o 3) G. Riva-A. Gaggioli (2019), *Le Realtà Virtuali,* Giunti, Firenze

***TEACHING METHOD***

Lectures supplemented by multimedia presentations and material made available online (Blackboard iCatt page and other *cyberplaces* indicated as needed), analysis of operational tools, and tutorials and simulations; there will also be the intervention of experts for the discussion of organisational/business case studies.

***ASSESSMENT METHOD AND CRITERIA***

An oral exam. Assessment occurs on two levels. The first level aims to verify students' conceptual skills in terms of their mastery of the theoretical models and methodological approaches of Communication Psychology (see learning outcomes related to knowledge and understanding). The second level aims to assess the students' ability to apply these models in the design, management and evaluation of communication processes mediated in organisational and marketing contexts (see learning outcomes related to the ability to apply knowledge and understanding). The final mark will consider the accuracy of students' answers (70%) and the argumentative and communicative skills they show during the interview (30%) (see learning outcomes related to judgment autonomy and communication skills, respectively).

The final mark, on a 30-point scale, will be based on the knowledge and skills mentioned above according to the following ranges:

- incomplete or insufficient knowledge and skills: lower than 18;

- fair but not very thorough knowledge and skills: 18-22;

- good and adequately reasoned knowledge and skills: 23-26;

- excellent and well-reasoned knowledge and skills: 27-30.

***NOTES AND PREREQUISITES***

Prerequisites. Students must possess a basic knowledge of general psychology and social psychology.

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.