# Corporate Communication

## Prof. Annalisa Galardi

[Teaching syllabus borrowed from the Degree in European and International Policies including the course name *Business and Public Communication*]

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

This course aims to present communication as a fundamental element of corporate management. Students will explore various areas of corporate communication and will consider the audience, aims and main methods.

The course offers students an approach to organization communication based on “storydoing”, namely on the integration and consistency of the different communication initiatives. Particular attention will be paid to "*people bravery*" and the role of building trust in successful communication strategies.

*Knowledge and understanding*

- Knowledge of the role of business communication in present context.

- Understanding of the theoretical foundations of business communication.

- Knowledge of communication processes in different areas of business communication and organizational contexts.

- Identification of individual, organizational and context variables that influence business communication.

*Ability to apply knowledge and understanding*

- Ability to use the theoretical models provided for reading the current communicative context and for planning an effective business communication.

*Autonomy of judgment*

*-* Acquisition of critical judgment skills towards emerging issues of business communication, within and outside organizations.

*Communication skills*

*-* Ability to present and exhibit a project.

***COURSE CONTENT***

Introductory elements

– The strategic role of communication within companies.

– The communicative process in the 2.0 era: access, transparency, participation, memorability.

– The functions of communication.

– Communication public: primary and secondary stakeholders.

– Organisational communication.

* Storyelling e storydoing beyond the boundaries of organisation.

– *People and Brand Bravery*

Topic areas

– Corporate identity.

 \* Visual identity.

 \* Image, culture and reputation.

– Areas of communication: objectives, recipients, content and methods.

 \* Institutional communication.

 \* Managerial communication.

 \* Commercial communication.

***READING LIST***

A. Galardi, *Comunicazione d’impresa*, Vita e Pensiero, 2022.

One book to be chosen from a list provided during the course.

Lesson notes.

***TEACHING METHOD***

Lectures, usage of online aids.

Testimonies by ‘experts’ to encourage a first approach to the world of work.

Interdisciplinary exchange moments aimed at stimulating a systemic approach to knowledge.

Active and interactive participation is encouraged.

***ASSESSMENT METHOD AND CRITERIA***

Written test.

The written test provides both close-ended and open-ended questions allowing to assess the learning of the contents which were presented in class and in the adopted texts.

The final mark is based on the accuracy and quality of the answers, on the students’ ability to properly substantiate statements, analyses and opinions.

***NOTES AND PREREQUISITES***

Curiosity and desire to learn.

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.