Communication in Advertising

Prof. Simonetta Buffo

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

The course aims to understand how advertising has changed, particularly over the last decade, and what is meant today by brand communication, the last part of the course will provide a particular reference to the luxury and fashion goods market, in order to grasp its peculiarities and dynamics.

*Knowledge and understanding*

Students will learn about the main theories of brand communication and branding processes, and will study in-depth the new branding narratives and techniques of storytelling.

*Ability to apply knowledge and understanding*

Students will be encouraged to develop their critical abilities in interpreting and decoding advertising images (online and off-line), identifying brand contents, with the aim of examining the topic of new brand narratives.

***COURSE CONTENT***

The course aims to analyse the development of brand communication in relation to different market and social contexts. It then focuses on new dynamics and new approaches to branding in the new millennium, with particular attention to the new brand narration.

The last part of the course will cover fashion advertising.

The course explores the following points:

1. Communication: what.

– Brand communication today: history and principles.

– Forms of communication: off-line and online communication.

– New trends and multi-channel communication.

2. Communication: figures.

– The professionals within communication: people who create communication.

– The new working process and new professionals.

3. Communication: how. Simulation of a communication project.

– The brand project: from manifestation to the value level

– Brand contents and *visual identity* models.

– Story telling: structuring branded contents in world narratives.

– Native advertising and Influencer

4. Fashion advertising: the summary of the evolution of a language.

***READING LIST***

M.A. Polesana-T.Vagni, *L'influenza digitale,* pp. 11-80 e pp. 161-177, Guerini Scientifica, 2021.

V. Codeluppi, *Leggere la pubblicità,* Carocci Editore, 2021

M. federico-R. Ragonese (ed. by), *Pubblicità e Cinema,* Chapters 4-5, Carocci Editore, 2020.

S. Buffo, *Modalità espressive del fashion advertising,* F. Angeli, 2012.

For non-attending students, a choice of one of the following texts:

P. Kotler-H. Kartajaya-I. Setiawan, *Marketing 4.0,* Hoepli, 2017*.*

J.N. Kapferer, *Lusso. Nuove sfide, nuovi sfidanti,* F. Angeli Community, 2017.

M. Ferraresi-B. Schmitt, *Marketing esperienziale. Come sviluppare l’esperienza di consumo,* F. Angeli, 2006.

***TEACHING METHOD***

The teaching methods includes theory sections alternated with practical sections, with logic analysis and advertising dynamics. Attending students will be required to produce a simulation of communication strategies and they should carry out a short group project to be entirely submitted at the examination.

Non-attending students must choose one of the texts among those listed for student choice.

***ASSESSMENT METHOD AND CRITERIA***

For all students: Oral exam (individual). Students will be assessed on their knowledge of the three texts indicated above, with particular attention to the topics covered in the first lessons and later in the video lessons. They are also required to show their ability to critically analyse and evaluate advertising images.

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment 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.