**Communication Management (degree in Management and Business Consulting)**

Prof. Silvia Biraghi; Prof. Marco De Angeli

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

The course aims to provide an overview of the most recent developmental trends in the field of corporate communication and, specifically, brand communication. The aim is to provide students with the knowledge, sensitivity and operational tools for understanding and implementing the potential of communication as a support for businesses. To this end, the course integrates notions and strategic reflections on the construction of the brand, on the relationship between brand, consumers and stakeholders, with skills aimed at the conception and management of brand communication projects.

*INTENDED LEARNING OUTCOMES*

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

*Knowledge and understanding:*

* Critically recognise the different approaches to communication adopted by companies.
* Understand the role of corporate communication in supporting intangible assets.
* Appreciate the developmental trends of corporate communication in the creation of intense brand-consumer relationships.
* Decode the information flows of those involved in communication, and explore in depth the structure and functioning of an international advertising agency.
* Know the strategic and operational workflow for implementing brand communication initiatives.
* Evaluate the ethical and self-regulatory aspects of implementing communication campaigns.

*Ability to apply knowledge and understanding:*

At the end of the course, students will be able to design and manage a brand communication project at a strategic and operational level, choosing the correct reference stakeholders and the most suitable concepts, content and media combination.

They will also be able to present a communication project in writing and orient themselves in the working world of an advertising agency or company.

***COURSE CONTENT***

During the course, the following topics will be covered:

First Module: *Prof. Silvia Biraghi*

*1. Integrating Corporate communication*

* The evolution of the role of communication in the contemporary context
* Corporate communication areas: institutional, internal, brand, financial
* Current challenges to the integration: linearity-control vs. multidirectionality-transparency
1. *The Intangible asstes*
* Corporate identity, image and reputation
* Corporate branding
* Corporate citizenship and brand activism
1. *Communication and branding*
* The ever-evolving role of brands
* Basics of brand management: brand identity and brand positioning
* Developing insights, sensing trends and generating contents to implement brand communication solutions

Second Module: Prof. Marco De Angeli

*1. Scenario, actors and evolution of the international advertising industry*

* The evolution of the scenario. The consequences of pandemics and international conflicts on institutional communication.
* Organization of an advertising agency, relationship between companies and agencies and management of an international communication project.
* The workflow from the client's brief to the creative output.

*2. The advertising strategy*

* The right information processing to define a creative strategy consistent with marketing objectives.
* Differences between mass market approaches and communication of high-end goods.
* Creative styles. The rational approach and the emotional approach.
* The comparative advertising in Italy and abroad.

*3. Deontology and ethics of commercial communication*

* The Consumer protection for AGCM, AGCOM and IAP.
* Governing bodies and competence of IAP.
* Protection of creativity.

***READING LIST***

The course teaching materials will consist of presentation decks, articles, reports, essays, audiovisuals and testimonials published on Blackboard.

In addition to all the materials published on Blackboard, for students doing the summative assessment it will be necessary to study the following textbooks:

J. Cornelissen, *The new Corporate Communication. A guide to theory and practice, Sage Publications, 2020.* (part 1, part 2, part 3)

J.N. Kapferer,*The new strategic brand management: Advanced insights and strategic thinking,* Fifth Edition, Kogan Page Publishers, 2013, chapters: Introduction, 1, 2, 5, 6, 7, 17.

M. Lombardi - Mindshare, *Strategia in pubblicità. Dall’intelligenza, la magia*. FrancoAngeli, 2022 (Cap 1,2,3,5).

***TEACHING METHOD***

The course includes alternating frontal lectures and activities to be carried out online.

Students working remotely should study the topics presented in the video lectures and in-depth material.

Participation in *webinars* (practical exercises) and the *feedback* is important for learning purposes.

There will also be testimonials, case study discussions, and group activities (written projects and oral presentations).

***ASSESSMENT METHOD AND CRITERIA***

1. *Ongoing assessment.*

Students who sign up for the ongoing assessment will have to take two ongoing tests and a final test. In particular:

* the ongoing tests, which contribute 60% to the final mark, consist of: (i) a written test to ascertain the student's knowledge of modules 1 and 2 worthing 60% on the ongoing grade, to be carried out individually in person during the lecture indicated on Blackboard; and (ii) a group assignment worthing 40% on the ongoing grade aimed at assessing students' skills and competences with regard to the contents of modules 3, 4 and 5.
* the final test ascertains the student's knowledge of modules 3, 4, 5 and 6, which contributes 40% to the final mark, is to be carried out in writing during one of the 3 sessions following the semester in which the course was delivered.
1. *Single summative assessment*

A written exam on all course contents and on the texts in the reading list aimed at testing students' acquired knowledge and skills. The exam consists of four theoretical-applicative questions.

***NOTES AND PREREQUISITES***

At the start of the course, useful notions will be shared to familiarise students with the discipline and practices of corporate communication.

Strict prerequisites are therefore not required; however, previous communication or branding knowledge may contribute to a more active course participation. The texts and recommended preliminary readings are indicated in the syllabus.

It is also an advantage to have a comfortable understanding of the English language: the communication practices, their specific terminology, as well as the cases and most of the inspirational and reference sources are international and, therefore, in English.

*Place and time of consultation hours*

Prof. Silvia Biraghi meets students at LABCOM, via Necchi 9 or in MicrosftTeams. Students should schedule an appointment in advance via e-mail.

Prof. Marco De Angeli meets students at office n.206, via Necchi 9. Students should schedule an appointment in advance via e-mail.