**Corporate Communication Economics and Techniques**

## Prof. Roberto Paolo Nelli; Prof. Marco De Angeli;

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

Divided into two modules, the course aims to study corporate communications as interpreted in broadest sense (total business communications).

This interpretation presents communications as a perspective of corporate governance (communicative business), and translates this perspective into the policy of total communications embracing any area and any field of communications.

Brand management is particularly significant within the sphere of total business communications. Brands are strategic intangible resources for competitive advantages of firms. In this regard, the course aims to provide the students with the conceptual and operational tools needed for understanding brand dynamics and for orienting brand management practices.

At the end of the course, students will possess the necessary knowledge to understand the strategic role that communication plays inside and outside the company with respect to the stakeholder system, as well as the multiplicity of touch points and expressions by which communication allows companies and consumers to generate value for the market. Students will also possess a critical understanding of the brand as well as the ecosystem of players and interactions in which it is inserted. Moreover, thanks to their participation in a group project aimed at addressing the demands of a real company brief, students will possess planning skills that will allow them to solve the emerging problems of communication and consumer engagement that brands are called to face in the contemporary competitive context.

At the end of the course, students will:

- understand the communication problems of SMEs;

- analyse the internal communication system of large companies;

- understand the role played by brands in the entertainment sector.

***COURSE CONTENT***

Module 1: *Prof. Marco De Angeli*

Core concepts

*Corporate communication and its impact on brand equity.*

* Integrating marketing communications to build brand equity.
* Corporate Communication: approaches and impacts on organizations and workflow.
* The role of communications in managing the firm's strategic intangible resources: the concepts of corporate image, corporate identity, corporate brand and corporate reputation.
* Brand equity approaches: quantitative and qualitative models and rankings.
* Customer journey and touch point; from linear models to Messy Middle.
* Purpose and Social responsibility as positioning strategy: the global fight against greenwashing.

Special study

*Advertising communication and its innovative trends.*

* The advertising industry: investors, agencies and financial groups.
* The strategic development of a communication project: from the brief to the idea.
* Architecture and brand hierarchy. Brand management in global organizations
* Advertising ethics: codes and independent regulators.

Application

Group project work on a real business case commissioned by a business partner.

Module II: *Professor Roberto Paolo Nelli*

Core concepts

– Corporate communications: implications for value and relations.

– Communications in Italian small and medium-sized companies~~.~~

– Corporate reputation and media reputation.

Special study

– Product placement: concept, detail and models.

***READING LIST***

Module I (*students attending class on a regular basis*):

R.C. Gambetti-S. Quigley (eds.), *Managing corporate communication: a cross-cultural approach,* Palgrave McMillan, London, 2012, (Capitoli 1 e 9).

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

R.Batra, Integrating Marketing Communications: New Findings, New Lessons and New

Ideas, in Journal of Marketing · July 2016

Materiale integrativo reso disponibile nell’aula blackboard del docente.

Module I (*students not attending class on a regular basis*):

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

K.L Keller,*Strategic Brand Management,*Pearson, 5th ed. 2020. (Introduction, 1, 2, 3, 4, 5, 7, 9, 10, 11, 12, 16)

R.C. Gambetti-S. Quigley (eds.), *Managing corporate communication: a cross-cultural approach,* Palgrave McMillan, London, 2012 (Capitoli 1, 2, 9, 10).

Module II (all students):

R.P. Nelli, *La comunicazione come fattore di produzione delle piccole e medie imprese,* in A. Mucelli (compiled by), *La comunicazione nell’economia d’azienda. Processi, strumenti, tecnologie*, Giappichelli, Torino, 2000 (pages 251-281).

R.P. Nelli, *Product Placement Made in Italy,* Edizioni Fondazione Ente dello Spettacolo, Rome, 2013 (I e III).

R.P. Nelli, *Corporate reputation: valore per l’impresa,* *garanzie per il consumatore*, *«Consumatori, Diritti e Mercato»,* 2012, 2, pp. 96-104.

Supplementary material made available on the lecturer's classroom blackboard.

***TEACHING METHOD***

Interactive lessons, presentation of case studies, group project work and organisation of presentations by external experts.

***ASSESSMENT METHOD AND CRITERIA***

The exam includes a written test consisting of four open questions on theory and applications, two for each module. The written test relating to each module can be taken in the same session or in different sessions and the sufficient mark (at least equal to 18 out of 30) obtained in a module remains valid until the final mark is recorded within the academic year. The final mark of the course is the average of the marks on the two modules. The assessment criteria will focus on the student's knowledge of the basic contents, on their critical processing skill, and on their ability to draw links between the proposed contents as well as their use of appropriate language and terminology.

With regard to the first module, the marks of attending students will weight 60% of the module's mark, while the group project contributes the remaining 40% of the module's mark. The group project involves the design of a brand communication activation plan based on the indications from a partner company. For the purposes of assessing the corporate project work, adherence to the requirements of the brief, the variety and depth of the proposal, and the originality and applicability of the ideas proposed will all contribute. The four factors will be assessed out of thirty, with each contributing 25% of the project's final mark. The marks for the group project will be differentiated to reflect the work and contribution of each student.

Since non-attending students will not be participating in a group task, their marks for the module will be based on the written task.

***NOTES AND PREREQUISITES***

The student must possess a basic knowledge of the concepts of business, the consumer and the market.

Course attendance is strongly recommended, through the active participation in lectures.

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.