**Marketing for Media and Creative Industries (with Module on Positioning and Launching a Media Product)**

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

The course aims to provide students with theoretical and practical tools for recognising and analysing the main marketing strategies adopted in the field of cultural and creative industries, and for identifying the most suitable strategies for developing actions to promote media products. Students will be able to assess the identity, characteristics and typologies of creative industries; identify marketing actions aimed at enhancing and promoting media products; to implement the acquired notions in the development of original projects.

The course will be organised into two modules:

*Module A* - *Marketing for the media and creative industries:* will provide theoretical knowledge and methodological bases necessary for understanding and analysing the main marketing strategies implemented, also synergetically, by national and international companies operating in the cultural and creative industries sector. The module will analyse, also from a diachronic perspective, the constantly evolving role that marketing activities– and the related professional players – have in the development and financing of the media and other products from creative industries, their economic and cultural value. Special attention will be paid to the role that sustainability issues play in the development of the various sectors involving the cultural and creative industries.

*Module B* – *Positioning and launching a media product*: will provide theoretical knowledge and methodological competences for assessing and producing the launch of a media product. In particular, the module will focus on the role played by festival as a promotional tool and as a transversal driver to the different CCI sectors.

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

With reference to *Module A*:

- acquire knowledge related to the critical and theoretical debate surrounding the concept of creative industries and its adoption into national and supranational cultural policies;

- acquire competences related to the marketing sector applied to products and services within creative industries;

- recognise and analyse the main levers for marketing brands and products from creative industries.

With reference to *Module B*:

- acquire competences for recognising strategies implemented in the launch of a media product, assessing the best and worst practices;

- recognise and understand the social, cultural and economic implications of showing films, with particular reference to today;

- know how to design positioning, promotional and marketing strategies for media products;

- know how to design projects to enhance and redevelop film theatres.

***COURSE CONTENT***

The course will cover the following topics:

*Module A* - *Marketing for the media and creative industries*

Module A will explore 4 areas:

* Cultural and creative industries, a definition, their specificities;
* The logic of promoting cultural and creative products through a series of meetings and accounts
* The role of sustainability as a driver of the promotion of cultural and creative products.

*Module B* – *Positioning and paunching a media product*:

The module will focus on media product positioning strategies, with particular reference to the role of live events in the positioning and launching of cultural and creative products.

***READING LIST***

The reading list will be provided at the beginning of the course. The course material will be available on BlackBoard. Students who, for curricular reasons (internships or university mobility programmes) are unable to attend the course, will have an alternative programme, this will be available on BlackBoard (see Notes).

***TEACHING METHOD***

Teaching will take place through commentary on texts, the presentation of research and case studies, the development of practical-operational skills in storytelling within hybrid and complex media environments; and the development of projects. Students will also have the opportunity to further explore course topics through accounts of professionals who will speak during the lectures.

***ASSESSMENT METHOD AND CRITERIA***

Assessment will be based on tests and interviews, designed to test students’ understanding and knowledge of content discussed during lectures as part of the two modules and the materials supporting the course; and a project.

The test/interview will count for 70% of the final mark; the project will count for 30% of the final mark.

Assessment will take into account the following elements:

- completeness of knowledge and practical competences;

- abilty to apply knowledge acquired in the classroom to concrete projects;

- correspondence between submission and projects;

- ability to communicate objectives and outcomes of projects.

The following elements will also contribute to the final mark:

* participation in activities presented during lectures;
* participation in lecture activities and initiatives designed to strengthen cmplementary competences (e.g. creative-productive or soft skills);
* participation in initiatives in partnership with companies within the framework of the course.

The criteria used to assess each activity will be detailed at the start of the semester and posted on BlackBoard.

***NOTES AND PREREQUISITES***

 The prerequisites for successful participation in the course will be acquired during the first graduate degree year.

 Students who, for curricular reasons (such as work placement, international mobility, etc.), are unable to attend the course must contact the lecturer at the start of the semester to arrange an alternative syllabus.

 Registration on the course Blackboard platform is compulsory for all students. Information regarding events, meetings workshops and other activities connected to the course will be provided via the Blackboard mailing list.

*Further information can be found on the lecturer’s webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENGor on the Faculty notice board.*