## **Brand Creative Strategies (Audiovisual Module for Business Communication) (Curriculum: Communication and Marketing for Service Enterprises)**

## Prof. Sampietro Sara; Prof. Silvio Umberto Santini

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

The course aims to provide students with the knowledge and the theoretical categories, the methodological apparatus, and the tools required to manage communicative actions in the contemporary media, social, and cultural context. The transformation of communication technologies, texts, and consumers has redefined the relationship between institutional actors and users. The course aims to focus on the origins of this change, providing students with the critical and operational tools they need to understand and manage it.

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

* Identify the fundamental elements of a campaign;
* Classify communicative actions and campaigns on the basis of the languages and the pragmatic potential in use;
* Use market survey tools and methods to analyse competitive and consumption contexts;
* Build target audience profiles;
* Assess the most promising communicative actions (languages, contents, overall strategy, media planning) to reach business targets or goals;
* Carry out brand communication projects aimed to support commercial performance and the reputation of an enterprise and its products/services;
* Read and interpret the data on the impact of communicative actions and campaigns, either online or offline, with a focus on the main channels;
* Define the most effective *brand activation* from the point of view of brand objectives

***COURSE CONTENT***

The course will examine the nature, the potential, and the limits of contemporary audiovisual and media communication as a driver for brand positioning, development, and consolidation.

The course will be divided into two modules.

MODULE A (prof. Sara Sampietro): it will explore the forms and strategies of media communication, with a focus on the participation dynamics arising between enterprises and users, their relationship with languages, discourses, and enunciative and pragmatic strategies. The reasons behind the rise of the collaborative model; its transformations in theoretical debates and communicative practices; its impact on the form and the effectiveness of communication, and its implications for companies and societies, will be at the heart of a reflection that will be developed through the combination of theoretical contributions, field research, and practical projects.

MODULE B (prof. Silvio Umberto Santini): it will provide students with the theoretical and practical elements required to understand the logics at the basis of the creation, development, and evolution of brand communication, as well as its operational management as experience enabler and a determining factor for business sustainability. In particular, the module will help students develop their knowledge and skills related to specific topics, such as: the challenges of brand management in the new market and media scenarios; the crisis of confidence and the new challenges of brand reputation; the balance between corporate and product branding; *brand activism* and ESG strategies; dialectics between *brand promise* and *brand experience*; the planning and measurement of communicative actions; *agile marketing* and its applications. Particular attention will be paid to the most effective and innovative forms of storytelling at the service of enterprises.

The whole course will be characterised by the presentation of examples and case histories based on the use of audiovisuals as a tool supporting integrated communication.

***READING LIST***

The reading list will be made available at the beginning of the lectures. The teaching material for the course will be made available on BlackBoard. An alternative reading list will be defined for *non-attending* students (please see Notes and prerequisites) and communicated on BlackBoard.

***TEACHING METHOD***

The course will be characterised by frontal lectures; the analysis of applications and case studies; projects developed in partnership with companies and institutions.

***ASSESSMENT METHOD AND CRITERIA***

The assessment will consist of

(MODULE A) a test aimed to evaluate the understanding and the knowledge of the contents discussed in class and the additional teaching material (70%)

(MODULE B) a project work based on the creation of a communication campaign, starting from the skills acquired in class (30%).

The assessment of the knowledge and the skills acquired by students will take into account the following elements:

- The students’ knowledge of the topics and their practical skills;

- The ability to apply what they have learnt on concrete projects;

- The ability to communicate the goals and the results of the projects.

The assessment of the project will take into account:

The correspondence between the brief and the proposal;

The accuracy of the preliminary analysis preceding the definition of the proposal (empty map and target profiling, benchmark and analysis of the competitive scenario)

The originality of the proposal;

The coherence and feasibility of the communicative actions proposed.

In addition, the final mark will take into account:

the participation to the activities promoted during classes;

the participation to the initiatives proposed in class and aimed to develop complementary skills (e.g. creative-productive skills or soft skills);

the participation to initiatives in partnership with enterprises as part of the career orientation activities organised for students in their field of study.

***NOTES AND PREREQUISITES***

In order to get the most out of this course, students should meet the following prerequisites.

- The knowledge of the fundamental principles of pragmatics and linguistics, applied to business communication, its specific elements (pack, adv, store..), and campaigns;

- A basic knowledge of sociology and the sociology of consumption;

- A basic knowledge of marketing and business communication.

For the students who have completed their exams within set time period, the meeting of the prerequisites is guaranteed by the courses attended during the first year. Supplementary year students enrolled in other Degree programmes, or those who do not have enough ECTS in the disciplinary fields listed above, can achieve the expected prerequisites through the reading of the following textbooks:

- with regard to the knowledge of pragmatics and linguistics applied to business communication: S. Traini, Semiotica della comunicazione pubblicitaria, Bompiani, Milan, 2008;

- with regard to the knowledge of sociology and the sociology of consumption: P. Corrigan, La sociologia dei consumi, Franco Angeli, Milan, 2010;

- with regard to the knowledge of business, marketing, and strategic marketing communication E. Valdani-F. Ancarani, Marketing strategico, EGEA, Milan, 2017.

The textbooks must be read before the beginning of the course.

The students who do not have the possibility to attend classes because of curricular reasons (curricular internships, mobility abroad,...) will have to contact the lecturers at the beginning of the semester and justify their absence.

The registration to the BlackBoard page of the course is compulsory for all students. Further communications on the initiatives, meetings, workshops, and other activities related to the course will be made available through 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.