# Advertising Economics and Management

## Prof. Stefania Micaela Vitulli

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

The first part of the course aims to explain the main theoretical-conceptual approaches adopted internationally in the world of corporate communication as a strategic activity for governing companies.

To this end, the course will first provide an overview of key concepts and intangible resources, before focusing in-depth on the concept of purpose as a mainstream for gaining a competitive advantage in terms of corporate reputation, with an initial focus on CEO branding and green communication as key tools.

The second part of the course will take a cross-cultural approach and, after an introduction on culture and cultural indices, provide the tools to understand the strategic role of the brand in the current competitive environment. In this regard, the course will explore the brand, analysing the concept, functions and illustration of innovative and digital strategies implemented at the communication and advertising level: the evolution of the brand-consumer relationship – during and after globalization, digitalization and Y/Z generations, the post-Covid new normal – and transition from consumer to prosumer, with a focus on influencers, cancel culture, KPIs.

These focus areas listed below have a practical component in the form of communication projects to be carried out and presented as a group. By the end of the course, the goal is for students to have acquired fundamental transversal skills for approaching professional roles in the field of communication, such as: team building, an independent critical perspective, the ability to judge the coherence, creativity and feasibility of a communication project, strategic and operational skills, the ability to apply theory to an organization's concrete communication needs, basic public speaking skills, time management and pressure management.

***COURSE CONTENT***

General part

*The theory of business communication*

– Corporate communication: concept and distinctive features.

 \* Meaning, links between corporate identity, corporate image and corporate reputation and the role of communication in company management.

– Trust, Purpose, CEO and Executive Branding: how companies evolve in terms of the approach to stakeholders, under normal conditions and in crisis situations

 \* Globalization and glocalization: Country culture and cultural models.
 A brief theoretical outline.

– Focus on green communication: From the circular economy to green marketing and the communication of green value. Global theories and best practices.

Single-subject part

*The brand. Multi-dimensionality, value and communicative experimentation*

– The concept and functions of the brand: From consumer to prosumer

– Consumer brand engagement, social media and influencer roles

– Focus on brand storytelling and immersiveness. Origin and “reason why” of content for supporting the brand; how the digital generation has changed show business and the way stories are told.

 Applied part

Students will be required to participate in two mandatory applied exercises – and relative sessions with guest speakers expert in the fields of corporate communication/CEO Branding/Sustainability and branded content/influencer/cancel culture

Students may also be required to present theoretical content during the year in the form of a lecture to test their understanding, ability to make links and critical perspective. Interaction in class with the lecturer and between the peers will also be fundamental.

***READING LIST***

A. Detto, G. Ghini, S. Vitulli, *CEO branding nella reputation economy,* EGEA, Milan, 2021

R.C. Gambetti-S. Quigley, *Managing corporate communication: a cross-cultural approach,* Palgrave McMillan, London, 2012.

E.T. Brioschi (ed.), *International Communication. A spatial projection of total business communication,* Vita e Pensiero, Milan, 2015.

J. Ottman, *The new rules of green marketing,* Berrett-Koehler, Oakland, 2011

R. Fiocca, R.C. Gambetti-C. Solerio, *Brand Experience. Relazioni impresa-cliente e valore di marca,* Franco Angeli, Milan, 2015.

F. Rose, *Immersi nelle storie,* Codice Edizioni, Turin, 2013.

***TEACHING METHOD***

Interactive lectures, talks by experts from the corporate world, practical classes, projects and possible company visits.

***ASSESSMENT METHOD AND CRITERIA***

The assessment criteria for the final mark will be broken down as follows:

Practical classes (as a group): 40% final mark (20% + 20%). The awarding of marks will be shared between the lecturer and any guest speakers, who will participate in the development and presentation of the briefs and in the assessment of the projects.

Medium-term examination (written – two open questions on the syllabus up to the examination date): 30% final mark.

Final exam (written – either a communication strategy that must be developed during the exam or two open questions – this will be communicated during the course): 30% final mark.

The assessment criteria for the projects will be based on creativity, feasibility and consistency with the brief, as will the assessment criteria for the final examination should this comprise of the open-books drafting of a communication strategy. As well as on their knowledge of the course contents, for the medium-term assessment, students will be assessed on how well they demonstrate their critical interpretation of and critical perspective on the contents themselves (links made and themes developed).

Those who have not completed the exercises or medium-term examination will sit an examination, normally in written format – three open questions on all the texts on the reading list – aimed at establishing both in-depth knowledge of the texts and the ability to process the contents critically.

***NOTES AND PREREQUISITES***

Students interested in writing a thesis on economics and advertising management are invited to email the lecturer and check Blackboard regularly.

*Prerequisites*

There are no specific prerequisites in terms of content, but basic strategic, creative and team-building skills will be useful. Students are expected to be familiar with the organization of companies and the role of communication within organizations, for products, services and people, both private and public. They are expected to be interested and engaged in the latest macrotrends in communication, reputation, trust, consumption, and any related brand actions and activations.

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.