**History and Language of Advertising**

## Prof. Patrizia Musso

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

The course explains how advertising language works and its main stages of development as a communication tool through which brands can build effective offline and online relationships with two audiences: consumers (external audience), and current and potential employees (internal audience).

During the first semester, advertising communication is analysed, from *Carosello* to the ‘slow brand’ phenomenon. The course will also explore the communication strategies of employer branding and internal branding, aimed at the internal audience, particularly future workers (from Millennials to GenZ).

The second semester takes a ‘single-subject’ and workshop-based approach to further exploring some of the themes of contemporary branding: the principles of corporate social responsibility and the innovative ‘phygital’ branding strategies applied to some of the B2C and B2B target markets, including food, fashion; and offline and digital tourism.

At the end of the course, thanks in part to the analysis of national and international case studies and participation in simulations with ad-hoc company briefings, students will have full knowledge of the techniques and principles of both online and offline advertising language. Students will also learn to analyse communication strategies for both consumers and employees.

***COURSE CONTENT***

Semester 1 will cover the following macro areas:

1. *Stages of evolution and functioning principles of advertising language as a lever for external communication*

– Elements of advertising language (logo, tales, format and formats) and the evolution of advertising language from TV to social media

* The ‘slow brand’ phenomenon and its communication both online and offline

1. *New internal communication strategies and tools for ‘brand renaissance’*

* Internal and employer branding and contemporary leadership dynamics
* Employee value proposition strategies and employee centricity strategies
* Languages and tools for internal communication (from corporate offices to smart working; from social media to artificial intelligence; from corporate academies to self tapes)

Semester 2 explores (as ‘single-subjects’) the following key aspects of contemporary branding, in workshop-type sessions:

* Online, offline and ‘phygital’ brand reloading techniques and strategies with insights on the food and fashion industry (*Dr. Daniela Compassi* and *Dr. Simone Frulio*)
* Communication tools and strategies for corporate social responsibility (*Dr. Giorgia Bresciani*)
* Analysis of innovative branding strategies in some B2C and B2B target markets (*Dr Rebecca Rabozzi*)
* New post-pandemic destination branding practices and digital tools for tourism promotion (*Dr Alessandra Olietti*)

***READING LIST***

P. Musso, M.L. Bionda (ed.), *Brand Renaissance,* FrancoAngeli, Milan, 2020.

P. Musso, *Slow Brand. Vincere imparando a correre più lentamente,* Franco Angeli, Milan, new edition 2017.

P. Musso (edited by), *Brand Reloading* (new expanded and updated edition).

A. Olietti-P. Musso, *Turismo Digitale. In viaggio tra i click,* Franco Angeli, Milano (2018).

*Recommended reading*

P. Musso, *Il testimonial, garante della pubblicità*, in A. Grasso (ed.), *Storie e culture della televisione italiana*, Arnoldo Mondadori Editore, 2013.

P. Musso (ed.), *Internal branding,* FrancoAngeli, Milan, 2007.

Instructions on how to use the above-mentioned texts and those on the exam reading list will be provided at the beginning of the course.

***TEACHING METHOD***

Active learning with lecturer-led practical sessions in class and business goal launches in groups or as individuals. National and international case studies. Testimonials from representatives of the business and advertising world.

***ASSESSMENT METHOD AND CRITERIA***

Students must first demonstrate: their knowledge of the basic concepts covered on the course; secondly, their ability to analyse concepts discussed during lectures, including through the use of challenges, business case studies illustrated in lectures and/or explored in the material on the exam reading list.

The final mark, arried out through a written exam with open-ended questions, will be defined by their knowledge (both in terms of style and contents) of the key topics covered on the course, according to the following assessment criteria: relevance of the answers, appropriate use of terminology and ability to make links and find conceptual connections between theoretical concepts and case studies.

***NOTES AND PREREQUISITES***

As this is an introductory course, it has no prerequisites in terms of contents. However, students should ideally show a certain curiosity towards the evolution of the language of advertising, from its origins to the present day.

Semester one prepares students for semester two.

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.