# Digital and Soft Skills

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In today’s liquid, heterarchical and “phygital” society, in which the hierarchy is thinning, organizations become places of multiple interactions and communications, where people exchange information with multiple means, co-create, actively participate in the achievement of objectives of the team, cooperating and collaborating, with the awareness that communication contents change and adapt to the different digital platforms. To manage the complexity of this ever-changing scenario and to face future challenges with flexibility, marketing and communication professionals must know how to exploit digital as a lever to support the business.

This course is organised into two complementary modules, i.e. module A and module B, with the aim of providing the necessary knowledge for developing respectively applied digital and soft skills.

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

The course aims to provide students with the basic concepts to design and structure the creation of strategic communication plans to be released on digital channels, including editorial and branded content. More specifically, the course aims to develop the skills necessary for initiating and guiding online communication actions: from the characteristics of the digital panorama to the creation of specific competences for the construction of content strategy, also in the case of a communication crisis. Moreover, participants will acquire knowledge and understanding of the main cross-cutting competences of coordination and guidance in order to observe their own behaviour and that of others with a view to establishing relationships based on trust and mutual respect within complex organisations; interact and collaborate within groups and be able to communicate effectively through understanding of the main public-speaking techniques.

Regarding module A, by the end of the course students will be able to:

* design an organizational digital communication plan;
* prepare and promote organizational content for different digital channels;
* structure a crisis communication process to be applied on digital channels;

Regarding module B, by the end of the course students will be able to:

* recognise and understand the main soft skills necessary for management and communication within teams;
* students will acquire the basic tools and structures for speaking effectively in public, coordinating a working group, managing time and giving constructive feedback to resources and colleagues, as well as delivering a speech;
* the course also aims to enhance the personal skills of listening, empathy, creativity and trust.

***COURSE CONTENT***

*Module A – Digital Skills*

The module A, which develops in eighteen hours, focuses on digital communication skills. Particularly, the topics covered by this module are (1) digital communication trends, (2) digital content management and (3) issues and crisis communication management in digital environment.

*Module B – Soft Skills*

As for the module B, delivered over twelve hours, the course uses theatrical action training to teach students some of the main soft skills relevant to those entering working life: teamwork, time management, problem solving and decision making, public communication, complaints handling, the ability to give and receive feedback, assertiveness, active listening, flexibility and creativity.

***READING LIST[[1]](#footnote-1)***

The course materials will be made available on BlackBoard. Non-attending students will have to agree on an alternative program with the lectures.

***TEACHING METHOD***

As for the module A, the course will be delivered by means of frontal lectures, discussions and examination of case studies, guest lectures with professionals such as digital communication and digital marketing managers. In addition, students will be involved in a project work given by a company and assessed by the company, jointly with the professors.

The module B adopts the theatrical action-training method: games, simulations and training will enable students to learn through experience, reflection, sharing and cooperation. Learning becomes an individual journey within a group: the group serves as an environment in which individuals can mirror, compare, communicate and receive stimulation to enhance and develop themselves and the team. Students will also be asked to discuss course topics via social learning.

Lectures will be taken in-person; at least 75% attendance is required.

***ASSESSMENT METHOD AND CRITERIA***

The evaluation will consider the completeness of knowledge and practical skills; the ability to put to work what has been learned on concrete projects and case studies; the ability to communicate project objectives and results; the partecipations in activities promoted during the lessons.

More specifically, the overall evaluation will be expressed on the basis of: i) a written exam which aims at verifying the understanding of the contents discussed during the module A (40%); ii) a project work presentation (30%); iii) and ongoing works and a final performance, whose presentation methods will be defined during the module, to verify the competences learned through the module B (30%).

***NOTES AND PREREQUISITES***

Regarding the module A, students require basic communication and marketing knowledge.

As for the module B, there are no prerequisites for this course in terms of contents. However, students are expected to demonstrate interest in and intellectual curiosity about the themes to be touched on in the sessions, and, above all, will benefit from a willingness to get involved beyond their comfort zones.

Students who for good reasons are unable to attend the course must contact the lecturers at the beginning of the semester to arrange a possible supplementary or replacement exam program.

*Office hours*

To fix an appointment with the lectures, it is needed to send an e-mail.

Further information can be found on the lecturers’ webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)