**Communication Management**

Prof. Stella Romagnoli; Prof. Marco De Angeli

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

The course aims to provide students with an overview of the most recent development trends in the field of corporate communication and specifically of brand communication. The course aims to share with the participants the knowledge, sensitivities and operational tools designed to understand and realise the potential of integrated communication to support businesses and their brands in the relationship with their consumers and stakeholder.

***Expected learning outcomes***

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

*Knowledge and understanding:*

* Critically recognise different approaches to communication adopted by companies.
* Understand the role of corporate communication to support intangible resources.
* Appreciate development trends of corporate communication in creating deep brand-consumer relationships.
* Decodify information flows of communication, key figures and know in depth the structure and functioning of an agency of international advertising.
* Demonstrate knowledge of strategic and operating workflow to implement initiatives of brand communication.
* Evaluate ethical aspects and self-discipline to create communication campaigns.

*Ability to apply knowledge and understanding*

At the end of the course, students will be able to design a strategic and operational workflow to implement initiatives of brand communication and choose the most suitable media.

They will also be able to present a communication project in written form and to navigate in the working world of an advertising agency or company.

***COURSE CONTENT***

The course will cover the following topics:

First Module: *ProfStella Romagnoli*

1. *Corporate communication from a totally integrated perspective*

– the development of the role of communication within the contemporary context.

– Areas of corporate communication: institutional, internal, brand, financial.

– Crisis communication

2*. Brands and the brand-building process*

– Brands: definitions and theories

– Brand-building process

– Brand Identification System

– Brand Management

– Brand Audit

3. *Communication for supporting brands*

– From communication plans to Brand Choreography.

– Paid, Owned and Earned Media

– Planning paid media: planning parameters

– Planning processes and media plans

Second Module: *Prof. Marco De Angeli*

1. *Context, players and evolution of the international advertising industry* –

The evolution of the post Covid19 scenario. Professional figures and issues central to the debate.

Organisation of an advertising agency, the relationship between company and agency competences and managing an international communication project.

– The work flow from the client’s brief to the creative output.

2. *Advertising strategy*

 How information travels and is processed so as to define consistent creative strategy with marketing objectives.

 The differences between mass market approaches and the peculiarities of the communication of high-end goods.

 Creative styles. The rational approach and the emotional approach.

 Specifics of comparative communication in Italy and abroad.

3. *The ethics of commercial communication*

 Consumer protection - AGCM, AGCOM and IAP.

 IAP – bodies and workings.

 Prevention and protection of creativity.

***READING LIST***

The study materials necessary for the preparation of the course will consist of presentation decks, articles, reports, essays, audio-visuals and experts’talks uploaded on Blackboard.

In addition to all the materials published on Blackboard, students must study the following textbooks:

J. Cornelissen, *The new Corporate Communication. A guide to theory and practice, Sage Publications, 2020* (part 1, part 2, part 3).

J.N. Kapferer, *The new strategic brand management: Advanced insights and strategic thinking,* Kogan Page Publishers, 2012. (Introduction, 1, 2, 5, 6, 7).

M. Lombardi,*Mindshare, Strategia in pubblicità. Dall’intelligenza, la magia*,FrancoAngeli, 2017 (Chapters 1,2,3,5).

Students should have a good understanding of the English language: communication practice, its specific terminology as well as the cases and the majority of the sources of inspiration and reference of the discipline are international and therefore in English.

***TEACHING METHOD***

The course alternates lectures in the classroom and activities to be carried out online.

At a distance,students shall study the topics presented in the video lessons and the in-depth study material.

Participation in webinars (exercises) and feedback is important for learning purposes.

There will also be experts’ talks, case study discussions, group activities (written projects and oral presentations).

***ASSESSMENT METHOD AND CRITERIA***

1. *Ongoing assessment*

Students who opt for the ongoing assessment will take two interim tests and a final test. Specifically:

* the interim tests count 50% of the final mark and consist of: (i) a written test that assesses students’ knowledge of modules 1 and 2, to be taken individually in presence during a class, as indicated on Blackboard; (ii) a group assignment to assess students’ skills and competences related to modules 3, 4 and 5.
* the final exam counts 50% of the final mark and isa written exam on one of the 3 official exam dates following the end of the course.
1. *Final summative assessment*

Written exam on all course contents aimed at assessing students’ acquired knowledge and competences.

The exam will include four theoretical and practical questions.

***NOTES AND PREREQUISITES***

At the start of the course students will receive useful notions to help them familiarise themselves with the subject and procedures of corporate communication.

Therefore there are no strict prerequisites for the course, however, prior knowledge of communication and branding may help students be actively involved in the course. The syllabus contains a list of recommended prelimary reading material.

Students should also be comfortable with the English language: communication practices, specific terminology, cases and majority of sources.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

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.