**Communication management**

Prof. Alessandra Calise; 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. To this end, the course integrates notions and strategic reflections on the construction of the brand, on the relationship between brand, consumers and stakeholders, on the creation and management of an integrated communication plan and on the creation of an advertising communication project.

***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.
* Demonstrate knowledge of the role of communication to support businesses and the development of its approaches over time as well as acquire elements and information to set up a communication plan according to the most recent approaches.
* Demonstrate knowledge of and acquire the necessary tools for setting up a corporate press office.
* Decodify information flows of key communication 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 and manage a brand communication project at the strategic and operational level, by choosing the correct reference stakeholders and the most suitable concepts, content and combination of 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: *Prof. Marco De Angeli*

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

* The evolution of the scenario. The consequences of pandemics and international conflicts on institutional communication.
* 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 a 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. *Deontology and the ethics of commercial communication*

* Consumer protection: AGCM, AGCOM and IAP.
* IAP: bodies and how it works.
* Prevention and protection of creativity.

Second Module: *Prof. Alessandra Calise*

1. *The role of communication to support businesses and the evolution of its approaches over time.*

* The evolution of approaches to corporate communication
* The areas of corporate communication
* The organization of communication in the company

2. *The integrated communication plan*

* The Corporate Communication Officer
* Corporate identity
* Corporate image
* Corporate reputation
* Setting up the communication plan from the Brand Value Proposition
* The brand message on the territories
* How to develop an integrated global and local communication plan Discussion on case studies

3. *Press office*

* The rules of persuasion
* The press office and stakeholders
* The primary target and the secondary target of the press office
* Risk management
* Risk communication and emergency communication
* Publicity and advertising
* Territorial press office between communication and journalism
* Case history of sponsorship and partnership

***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 who take the summative exam, 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,* Fifth Edition, Kogan Page Publishers, 2013, i capitoli sono: Introduction, 1, 2, 5, 6, 7, 17.

M. Lombardi, Mindshare (2022), Strategia in pubblicità. Dall’intelligenza, la magia. FrancoAngeli (Ch. 1,2,3,5)

***TEACHING METHOD***

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

During remote learning, students will 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).

***ASSESSEMENT 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 is a 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 and on the textbooks listed in the reading list, 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 the sources of inspiration and reference of the discipline are global and therefore in English.

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.