COURSE SYLLABUS

Corporate Global Communications

1819-2-E1801M042

Learning objectives

Upon the successful completion of the course, students will be able to examine global companies communication policies.

Contents

ECONOMIA E TECNICA DELLA COMUNICAZIONE AZIENDALE

The module studies the issue of corporate communication for global companies operating in markets with high competitive intensity.

First the course examines corporate communication managerial economics with reference to different competitive dynamics. It then develops the interaction between corporate communication and corporate Intangible assets (corporate culture, information systems, brand equity).

It also analyses digital and analogical corporate communications techniques.

Finally, the course deepens corporate global communication policies.
GLOBAL COMMUNICATIONS

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Detailed program

Economia e tecnica della comunicazione aziendale Module (8 CFU)

1. Communication Managerial Economics
   1.1 Communication in Economic Systems
   1.2 Competitive Dynamics and Communication
   1.3 Communication in Global Companies
   1.4 Causal Relations and Communication Costs
   1.5 Communication Benefits
   1.6 Network Communication

2. Integrated Corporate Communication
   2.1 Analogical and Digital Communication
   2.2 Communication Purposes
   2.3 Communication Goals
   2.4 Communication Objects
   2.5 Communication Tools

3. Communication Recipients
   3.1 Internal Communication
3.2. "Co-makers" Communication
3.3. External Communication
3.4. Corporate Communication Strategies
4. Internal Communication
4.1. Business Structures and Corporate Communication
4.2. Internal Communication Tools
4.3. Corporate Culture and Internal Communication
4.4. Ethics and Internal Communication
5. "Co-makers" Communication
5.1. Networks and Corporate Communication
5.2. Corporate Communication Policies
5.3. "Co-makers" Communication Tools
5.4. "Co-makers" Communication and IT
6. Brand and Product External Communication
6.1. Marketing Communication
6.2. Marketing Communication Tools
7. "Brand Equity" and Communication Policy
7.1 Brand Knowledge
7.2 Brand Awareness and Brand Image
7.3 Brand Equity and Brand Management
7.4 Brand Portfolio Management
7.5 Brand Equity and Corporate Intangible Assets
8. Corporate/Network External Communication
8.1 Financial Communication
8.2 Corporate Communication
8.3 Crisis Communication
8.4 Corporate/Network External Communication Tools
Global Communications Module (5 CFU)

9 Global Communication

10 Global Communication Opportunities

11 Global Market and Global Communication

12 Global Communication Products and Services

13 Brand and Global Communication

14 Global Communication Stakeholders

15 Global Communication Requirements

16 Global Communication and Corporate Intangible Assets

17 Global Communication Media

18 Global Communication Planning

11 Global Communication Budget

12 Global Communication Practices

13 Global Communication Plan Implementation

Prerequisites

Teaching methods

Lectures

Assessment methods

Oral examination.

At the end of the course students can take a written examination

Textbooks and Reading Materials

Brondoni Silvio M., Patrimonio di marca e risorse immateriali d'impresa, Giappichelli Torino 2004

Brondoni Silvio M., Corniani Margherita, Marketing Communication e conoscenza di marca, Giappichelli Torino 2013,