



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Corporate Global Communications

1920-2-E1801M042

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#### Learning objectives

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

#### Contents

Mod Economia e tecnica della comunicazione aziendale: The course studies the issue of corporate communication for global companies operating in markets with high competitive intensity. Firstly, 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. It also analyses digital and analogical corporate communications techniques. Finally, the course deepens corporate global communication policies.

Mod Global Communications: The course 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.

#### 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

## Prerequisites

Erasmus students only can select and pass only a module

## Teaching methods

active lecture

## Assessment methods

Oral exam.

At the end of the course students can take a written exam (questions and tests)

## Textbooks and Reading Materials

- Belch G.E. and Belch M.A., Advertising and Promotion. An integrated marketing

communication perspective, Mc Graw Hill, 11th edition, 2018 PARTS 1,2,3,4,5,7 (chapters 1,3,5,6,7,8,9,10,11,12,13,14,15,16,17,19)

## Semester

First

## Teaching language

Italian

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