



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Advertising

1920-2-E2004P024

Learning area

1: Study of the means by which communication takes place

Learning objectives

Knowledge and understanding

- Analysis of the process and expertise involved in the realization of an advertising campaign: from the definition of the strategy to the creative study.
- Understanding the role of advertising and brand positioning in the modern consumer society.

Ability to apply knowledge and understanding

Ability to define a strategic project and to develop creative ideas to advertise brands and products.

Contents

Structure, roles, skills in the advertising agency. With a special focus on the evolution from analog to digital communication. Analysis of case studies, from traditional and digital adv. How social media have changed our way to communicate.

Detailed program

- Roles, skills in an advertising agency, and their specific evolutions from analog to digital
- Dynamics of an advertising campaign, and of a digital campaign
- Communication Media (today and yesterday)
- Case studies analysis and discussion
- How communication has changed with the digital
- Adv and Social Media
- From Headline to Web Content: from a simple claim with a promise to a real editorial content
- Renowned case studies analysis
- Simulation of a cross media campaign

Prerequisites

None

Teaching methods

Classroom discussion (first part) and collective practice exercises and simulation (second part).

4-5 groups of students will simulate the roles of a real Communication Agency today.

Final discussion about the collective outputs

Assessment methods

Practice exercises and simulation to verify the skills and the roles exposed in the first part.

Active participation in at least 75% of the lessons is required.

Textbooks and Reading Materials

Optional texts will be indicated during the laboratory.
