



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Economia e Tecnica della Comunicazione Aziendale

1920-3-E3301M138

Learning objectives

The corporate communication process: main objectives, internal organization, key players, main issues

Contents

Acquire the essentials of corporate communication to act on the market effectively, understanding the competitive scenario, media role, stakeholder relevance, identifying communication opportunities, setting goals and strategies, and implementing communication within the marketing mix and the corporate reputation

Detailed program

Description and main role of corporate

communication (CC)
Main objectives of CC
Key elements of CC
Stakeholder: targets of CC
Stakeholder mapping
Materiality matrix
The importance to have a solid reputation
Brand management
Brand portfolio
Brand Architecture
Market research
Communication mix:
Advertising
Digital communication
Public relations
Public Affairs
Press Office
Investor relator
Sponsorships
CSR&Ethics
Sustainability
Communication plan
Crisis management

Prerequisites

Teaching methods

Classroom lessons + corporate testimonials

For attending students it is compulsory to participate in the team work (with additional points will be awarded)

Assessment methods

Written exam

+ OPTIONAL interview in the same day of the written exam

For attending students it is compulsory to participate in the team work (with additional points will be awarded)

Textbooks and Reading Materials

Kotler P., Keller K.L. (2012) Principles of Marketing, global edition, 15th edition – Kotler/Armstrong Pearson Education Inc

Cap. 1-2

Cap. 4-5

Cap. 13-14-15

AND

Kotler P., Keller K.L. (2012) **Marketing Management**, Prentice Hall, digital version available ? Chapters: see next page

ADDITIONAL BOOK

Philip Kotler, Hermawan Kartajaya, and Ivan Setiawan **Marketing 4.0**

Hoepli (italiano) / John Wiley & Sons Inc (English)



Semester

FIRST QUARTER: from 30th September to 19th december 2019

Teaching language

ITALIAN
