UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Advertising

2021-2-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

It will be described the structure, roles, and skills required to create an advertising campaign.

All the phases of a typical campaign will be described in details, based on different objectives, messages and target audiences.

Case studies, as well as processes, will be presented and analyzed to achieve an approach to communications inspired by Diversity and Inclusion.

Detailed program

Prerequisites

None

Teaching methods

The teaching methods will be defined and updated in accordance with the rules for COVID-19 emergency.

Assessment methods

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

Textbooks and Reading Materials

Optional texts will be indicated during the laboratory.