UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Class of Stage

2021-3-E2004P047

Learning area

Learning objectives

Knowledge and understanding

Communication and copywriting processes and techniques (how advertising and digital agencies work; what are the roles and tasks; how offline and online campaign are carried out).

Digital storytelling techniques: how to write an editorial plan, how to plan it, how it develops on the various social channels over the months.

Applying knowledge and understanding

To create an editorial plan for a brand, and to develop it "in the field" on a weekly basis and supervised by the tutor.

Contents

We will analyze the foundations of communication and its evolution from analog to digital, to introduce the main topic of the class: digital storytelling. We will examine various case studies of brands, to highlight their storytelling strategies, that create the brand identity. Different digital writing techniques will be introduced and applied, with references to the great masters of advertising but also of creative writing in general.

Detailed program

- Roles, tasks, and workflow in the traditional advertising agency, with particular reference to the role of the copywriter.
- Roles and duties of social media manager and content editor
- The development of communication from analog to digital
- The media of storytelling: analysis of social platforms and more
- Digital writing techniques through case studies
- Foundation of SEO language and its importance
- How to create a blog on Wordpress
- Implementation of the knowledge acquired with assignments and weekly reviews.

Prerequisites

No

Teaching methods

Class discussions in the first part; practical exercises (simulations of editorial plans and their applications on social and Wordpress platforms) in the second part.

Students will be divided into small groups that simulate the structure and roles of a digital communication agency

Collective discussion of the generated outputs.

During the Covid-19 emergency period, the class comprises synchronous events and recorded (a)synchronous lessons.

Assessment methods

Simulation of editorial plans and their application, to put into practice the skills, roles and techniques exposed during the first part of each lesson.

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

Textbooks and Reading Materials

Testi consigliati

Diego Fontana #Digital Copywriter – Franco Angeli 2017

Anna Maria Testa La parola immaginata – Teoria e pratica del lavoro di copywriter – Il Saggiatore 2014

Giuseppe Mazza Cose vere scritte bene – Franco Angeli 2006

Alessandro Baricco The Game – Einaudi 2018