UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Communication - 1

2021-2-E1801M042-E1801M057M-T1

Learning objectives

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

Contents

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.

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 Communication Benefits

1.5 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 Comunication

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 Corporate/Network External Communication

6.1 Financial Communication

6.2 Corporate Communication

6.3 Crisis Communication

6.4 Corporate/Network External Communication Tools

Prerequisites

Erasmus students only can select only this module

Gentili studenti,

Si pregano gli studenti, solo se intenzionati a seguire il corso di Corporate Global Communications, di iscriversi (iscrizione spontanea) ad entrambi i moduli e, se il sistema lo permette, anche al totale (Corporate Global Communications). Questo agevolerà il controllo delle presenze in aula e la vostra partecipazione al pre-appello.

Si avvisano gli studenti che NON E' POSSIBILE iscriversi ad un Turno 1 (A-LH) e frequentare le lezioni del Turno 2 (LI-Z) o viceversa. Gli iscritti ad un Turno dovranno frequentare e partecipare all'esame dello stesso. Come da regolamento, non possono essere fatte eccezioni, neanche per gli studenti Erasmus.

Il libro di testo per la preparazione dell'esame per entrambi i moduli del corso è: Belch adn Belch, Advertising and Promotion, Eleventh Edition, McGraw Hill. La preparazione all'esame con dispense non autorizzate non è ammessa.

Cordiali saluti

Teaching methods

During Covid-19 lectures will be performed remotely in an asynchrounous way with some possible videoconference events in a synchronous way

Assessment methods

Oral exam thorugh the WebEx platform. At the end of the course participant students can take a written final telematic examination (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 sem

Teaching language

Italian