UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Global Communications - 2

2122-2-E1801M042-E1801M058M-T2

Learning objectives

The course is aimed at providing the student with a reference framework about the fundamentals of corporate communication, also in addition to that of a commercial and persuasive nature dealt with in the module of economics and technique of business communication. In this context, the course aims to identify the best ways of communicating with stakeholders, both in a local and, progressively, global context. The course will end with a brief overview of some preliminary knowledge in terms of privacy, a fundamental regulatory assumption for communication activity since the entry into force of the GDPR.

Contents

Detailed program

During the course the following topics will be addressed: · Governance and stakeholder communication · Sustainability communication · Economic and financial communication · Unconventional marketing · Crisis communication · Service reports · Code of Ethics · Privacy for marketing The lessons could have as their object the company testimonials on the contents provided by the program.

Prerequisites

For students of the degree course in Marketing, Business Communication and Global Markets: the Marketing exam is a prerequisite. In fact, if you have not previously taken and registered the marketing exam it is not possible to take and register Corporate Global Communications. For students of other degree programs, Corporate Global Communications is not a recommended exam as the basics with the Market-Driven Management and Marketing exams have not been acquired

Teaching methods

The lessons are frontal. However, in case of health emergency, the course will be delivered with the recording of the lessons (not in presence), then made available on the e-learning platform.

Assessment methods

The lessons are frontal. However, in case of health emergency, the course will be delivered with the recording of the lessons (not in presence), then made available on the e-learning platform.

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

Second

Teaching language

Italian