



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Economia e Tecnica della Comunicazione Aziendale

2122-3-E3301M138

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#### 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**

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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

<p><b>Kotler P., Keller K.L. (2012) Principles of Marketing, global edition, 15<sup>th</sup> edition – Kotler/Armstrong Pearson Education Inc</b></p> <p>Cap. 1-2</p> <p>Cap. 4-5</p> <p>Cap. 13-14-15</p> <p>AND</p> <p>Kotler P., Keller K.L. (2012) <b>Marketing Management</b>, Prentice Hall, digital version available ? Chapters: see next page</p> <p>KOTLER &amp; A: MARKETING 5.0</p> <p>ADDITIONAL BOOK</p> <p>Philip Kotler, Hermawan Kartajaya, and Ivan Setiawan <b>Marketing 4.0</b></p>
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Hoepli (italiano) / John Wiley & Sons Inc  
(English)

## **Semester**

FIRST QUARTER: from OCTOBER TO JANUARY

## **Teaching language**

ITALIAN

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