

channels over the months.

Contents

Applying knowledge and understanding

UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Classe di stage 2122-3-E2004P047
Learning area
Learning objectives
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

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

Detailed program

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- · 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.

Lessons will be held in presence, unless further COVID-19-related restrictions are imposed.

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