



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Laboratorio 2 - Comunicazione pubblicitaria nel turismo

2122-3-E1501N108

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#### Learning objectives

The objective of the laboratory is to give the tools for understanding advertising process that lead to choice a tourist destination and to be able to prepare a project of advertising campaign (including strategy and creativity) to increase tourism.

#### Contents

The brand

Advertising strategy

Format of advertising campaign for tourism

Unconventional communication

Case-studies

Teamwork

#### Detailed program

What is a brand? This is the first question that need a reply, as tourist destination (nations, regions, resorts) bus be considered as brands.

How to evaluate a good tourist advertising able in involving the target audience, in comparison with a poor one with none or little capacity to create the desire to go in a place?

Advertising process: from creative strategy (creative brief) till creative proposal development.

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### **Prerequisites**

None, but a deep knowledge of Italian language is necessary.

### **Teaching methods**

Lessons in mixed modality (lessons videotaped and some in classroom)

### **Assessment methods**

The project work, done by group of students, will be the basis for assessment.

### **Textbooks and Reading Materials**

Ejarque J. (2003), *La destinazione turistica di successo*, Hoepli, Milano.

Ferraresi M. (a cura di, 2017), *Pubblicità: teorie e tecniche*, Carocci, Roma.

Gabardi E. (a cura di, 2005), *Prodotti turistici. Otto casi di comunicazione turistica*, Franco Angeli, Milano.

Gabardi E. (a cura di, 2011), *Regioni e province italiane. Sette casi significativi di comunicazione turistica*, Franco Angeli, Milano

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