



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Communication Management - 2

2122-1-F7701M076-T2

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#### Learning objectives

The course of Communication Management aims to get into detail with corporate communication and marketing communication, both from the theoretical point of view and of managerial tools.

#### Contents

- Communication and value
- Areas of business and corporate communication
- The marketing communication mix
- Planning, organization and control of communication

#### Detailed program

Communication and value: communication mechanisms, management of relations with the various stakeholders

The areas of business communication: institutional communication, economic-financial communication, organizational communication, marketing communication

The communication mix in the logic of marketing: product, distribution, price, promotion, branding

Planning, organization and control of communication: strategic and operational aspects

## **Prerequisites**

none

## **Teaching methods**

Frontal lessons and case studies presented by entrepreneurs/operators. During the Covid-19 emergency period, lessons will be held remotely asynchronously with synchronous videoconferencing events.

## **Assessment methods**

Written exam (structured questions) + optional oral. During the Covid-19 emergency period, exams will only be online on the online exam platform ("esami on line").

## **Textbooks and Reading Materials**

Alberto Pastore, Maria Vernuccio, Impresa e comunicazione. Principi e strumenti per il management, Apogeo Education, Edizione: 2

## **Semester**

II semester

## **Teaching language**

Italian

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