UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Economia e Tecnica della Comunicazione Aziendale

2223-3-E3301M138

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

none - pay attention to corporate communication and advertising

Teaching methods

Classroom lessons + corporate testimonials

For attending students it is compulsory to participate in the team work (with additio
nal 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

Kotler P., Keller K.L. Principles of Marketing, 18TH edition, – Kotler/Armstrong *Pearson Education Inc*

Cap. 1-2

Cap. 4-5

Cap. 13-14-15

AND

Kotler P., Keller K.L. (2012) **Marketing Management,** Prentice Hall, digital version available ? Chapters: see next page 16?? edition

ADDITIONAL BOOK

Philip Kotler, **Marketing 5.0**

Hoepli (italiano) / John Wiley & Sons Inc (English)

Semester

FIRST QUARTER: from OCTOBER TO JANUARY

Teaching language

ITALIAN

Sustainable Development Goals

QUALITY EDUCATION | PARTNERSHIPS FOR THE GOALS