



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Communication - 1

2223-2-E1801M042-E1801M057M-T1

Learning objectives

Students will identify and observe today's corporate global communication policies and strategies.

Contents

The course studies the issue of corporate communication for global companies operating in markets with high competitive intensity. Firstly, the course examines corporate communication managerial economics with reference to different competitive dynamics. It then develops the interaction between corporate communication and corporate intangible assets while analysing digital corporate communication's tools and techniques. Finally, the course deepens specific corporate global communication policies.

Detailed program

Economia e tecnica della comunicazione aziendale Module (8 CFU)

1. Communication Managerial Economics
 - 1.1 Communication in Economic Systems
 - 1.2 Competitive Dynamics and Communication
 - 1.3 Communication in Global Companies
 - 1.4 Causal Relations and Communication Costs
 - 1.5 Communication Benefits
 - 1.6 Network Communication
2. Integrated Corporate Communication
 - 2.1 Analogical and Digital Communication

- 2.2 Communication Purposes
- 2.3 Communication Goals
- 2.4 Communication Objects
- 2.5 Communication Tools
- 3. Communication Recipients
 - 3.1. Internal Communication
 - 3.2. Co-makers Communication
 - 3.3. External Communication
 - 3.4. Corporate Communication Strategies
- 3. Internal Communication
 - 4.1. Business Structures and Corporate Communication
 - 4.2. Internal Communication Tools
 - 4.3. Corporate Culture and Internal Communication
 - 4.4. Ethics and Internal Communication
- 4. Co-makers Communication
 - 5.1. Networks and Corporate Communication
 - 5.2. Corporate Communication Policies
 - 5.3. Co-makers Communication Tools
 - 5.4. Co-makers Communication and IT
- 5. Brand and Product External Communication
 - 6.1. Marketing Communication
 - 6.2. Marketing Communication Tools
- 6. Corporate Communication
 - 7.1 Financial Communication
 - 7.2 Corporate Communication - Tools and Policies
 - 7.3 Crisis Communication

Prerequisites

Si pregano gli studenti, solo se intenzionati a seguire il corso di Corporate Global Communications, di iscriversi (iscrizione spontanea) ad entrambi i moduli e, se il sistema lo permette, anche al totale (Corporate Global Communications). Questo agevolerà il controllo delle presenze in aula e la vostra partecipazione al pre-appello scritto.

Si avvisano gli studenti che NON E' POSSIBILE iscriversi ad un Turno 1 (A-LH) e frequentare le lezioni del Turno 2 (LI-Z), o viceversa. Gli iscritti ad un Turno dovranno frequentare e partecipare all'esame dello stesso. Come da regolamento, non possono essere fatte eccezioni, neanche per gli studenti Erasmus.

Il libro di testo per la preparazione dell'esame per entrambi i moduli del corso è:

Belch and Belch, Advertising and Promotion, Eleventh Edition, McGraw Hill. La preparazione all'esame con dispense non autorizzate non è ammessa.

Per poter registrare il voto di CGC lo studente dovrà già aver registrato il voto di Marketing (propedeuticità).

Teaching methods

Active lecture.

Assessment methods

Oral exam.

At the end of the course students can take a written exam (questions and tests).

Textbooks and Reading Materials

Belch G.E. and Belch M.A., Advertising and Promotion. An integrated marketing communication perspective, Mc Graw Hill, 11th edition, 2018 PARTS 1,2,3,4,5,7 (chapters 1,3,5,6,7,8,9,10,11,12,13,14,15,16,17,19).

Semester

Second semester.

Teaching language

Italian.

Sustainable Development Goals

QUALITY EDUCATION
