UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 2

2324-3-E1501N108

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.

Teamwork: students, in group of three or four, will prepare project of advertising campaign to boost tourism.

Prerequisites

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

Teaching methods

Lessons 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

Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH