UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Advertising

2324-2-E2004P024

Learning area

1: Study of the means by which communication takes place.

Learning objectives

Knowledge and understanding

- Analysis of the process and expertise involved in the realization of an advertising campaign: from the definition of the strategy to the creative study.
- Understanding the role of advertising and brand positioning in the modern consumer society.

Ability to apply knowledge and understanding

- Ability to define a strategic project and to develop creative ideas to advertise brands and products.

Contents

It will be described the structure, roles, and skills required to create an advertising campaign.

All the phases of a typical campaign will be described in details, based on different objectives, messages and target audiences.

Case studies, as well as processes, will be presented and analyzed to achieve an approach to communications inspired by Diversity and Inclusion.

Detailed program

• Roles, skills within a campaign creation, from the brief understanding to the execution and results analysis.
• The overall process behind a communications campaign.
• Introduction to main media channels (on and offline).
• Analysis and explanation of some case studies and campaign examples.
• The representation of Diversities in communications: the Italian and the International scenarios.
• How to uncover and overcome stereotyped approaches to communications.
• Analysis of some worse and best practices.
• How to put into practice an approach to communications inspired by the Inclusion of Diversities.

Prerequisites

None.

Teaching methods

Classroom discussions (first part) and collective practice exercises and simulation (second part).

4-5 groups of students will receive a brief and will have to create and simulate the execution of a real campaign, from strategy definition to implementation and results analysis.

The work of each group will be evaluated on a qualitative level.

Assessment methods

Practical exercises and simulation to verify the skills and the concepts exposed in the first part. Active participation in at least 75% of the lessons is required.

Textbooks and Reading Materials

Optional texts will be indicated during the laboratory.

Sustainable Development Goals

GENDER EQUALITY | REDUCED INEQUALITIES