UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Communication Management - 2

2324-1-F7701M076-T2

Learning objectives

The course of Communicatino 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. .

Assessment methods

Written exam (3 structured questions) + optional oral.

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

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION