



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Stage

2425-3-E2004P047

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### Learning area

*Not available.*

### Learning objectives

#### ***Knowledge and understanding***

- Communication and copywriting processes and techniques (how advertising and digital agencies work; what are the roles and tasks; how offline and online campaign are carried out).
- Digital storytelling techniques: how to write an editorial plan, how to plan it, how it develops on the various social channels over the months.

#### ***Applying knowledge and understanding***

- To create an editorial plan for a brand, and to develop it "in the field" on a weekly basis and supervised by the tutor.

### Contents

### Detailed program

## **Prerequisites**

## **Teaching methods**

## **Assessment methods**

## **Textbooks and Reading Materials**

## **Sustainable Development Goals**

DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE |  
SUSTAINABLE CITIES AND COMMUNITIES | PARTNERSHIPS FOR THE GOALS

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