UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Stage

2425-3-E2004P047

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