UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 2

2526-3-E1501N108

Learning objectives

Premise:
Advertising influences a brand's image more than any other communication tool. For this reason, advertising messages for tourist destinations—as well as for hospitality services—are predominantly linked to consumers' classic needs: dreams and wants. The "dream" of a vacation in highly desirable locations is linked to the "need" to dedicate some of one's time away from work and everyday routine.

The objectives of the laboratory are the following:

1. (Knowledge and Understanding) provide the tools for understanding the advertising processes that lead to the choice of a tourist destination.
2. (Applying Knowledge and Understanding) correctly interpret advertising messages conveyed by the media and evaluate their communicative effectiveness.
3. (Making judgments) at the end of the laboratory the students will have developed a critical ability to formulate an accurate judgment of the quality of the campaigns intended for the promotion of tourist destinations.
4. (Communication Skills) students will be able to present their projects in public both individually and in groups, using typical terms from the advertising world.
5. (Learning Skills) the laboratory stimulates the desire to delve deeper into the various components that characterize advertising, in particular with regard to the strategic and creative aspects.

Contents

First part of the laboratory:
The brand
Planning cycle in advertising
Advertising strategy

Format of advertising campaign for tourism
Unconventional communication (guerrilla, ambient, viral, tribal)
The advertising media
Case-studies

Second part of the laboratory:
Teamwork (at each meeting the students will present a project intended to promote tourism for a nation, or a region, or a single location.

Detailed program

What is a brand? This is the first question that needs to be answered, as tourist destinations (nations, regions, individual locations) should be considered brands.
How do you distinguish good tourism advertising that engages recipients from poor advertising that has little or no ability to create a desire to visit a particular destination?
The advertising process: from the creative strategy (creative brief) to the development of creative proposals.
Group work: students, divided into groups of four, will develop several advertising campaign projects to promote tourism.

Prerequisites

None

Teaching methods

Lectures in Italian

Assessment methods

The student's suitability at the end of the workshop will be assessed on the basis of active participation in the workshop.

Textbooks and Reading Materials

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.
Sylwan A. (a cura di, 2022), Linguaggi della pubblicità. Ingredienti per fare comunicazione d'impresa, BUG

Edizioni, Mantova.

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES