UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Communication - 2

2526-2-E1801M042-E1801M057M-T2

Learning objectives

By the end of the course, students will have developed an adequate knowledge of the policies, strategies and main corporate communication tools of global companies.

Contents

This course addresses the topic of corporate communication for global firms operating in highly competitive markets. First, the economics of corporate communication is examined with reference to competitive dynamics and modern business economics. The interaction between corporate communication and the enterprise intangible resource system is then developed. Finally, the techniques and tools of analog and digital corporate communication are explored with regard to corporate, product and brand areas. Finally, the global declinations of corporate communication are developed, both with reference to economic dimensions and with regard to techniques and tools.

Detailed program

Economia e tecnica della comunicazione aziendale Module (8 CFU)

1. Communication Managerial Economics
   1.1 Communication in Economic Systems
   1.2 Competitive Dynamics and Communication
   1.3 Communication in Global Companies
   1.4 Causal Relations and Communication Costs
   1.5 Communication Benefits

1.6 Network Communication
2. Integrated Corporate Communication
   2.1 Analogical and Digital Communication
   2.2 Communication Purposes
   2.3 Communication Goals
   2.4 Communication Objects
   2.5 Communication Tools
   3.Communication Recipients
   3.1.Internal Communication
   3.2. Co-makers Communication
   3.3. External Comunication
   3.4. Corporate Communication Strategies
3. Internal Communication
   4.1. Business Structures and Corporate Communication
   4.2. Internal Communication Tools
   4.3. Corporate Culture and Internal Communication
   4.4. Ethics and Internal Communication
4. Co-makers Communication
   5.1. Networks and Corporate Communication
   5.2. Corporate Communication Policies
   5.3. Co-makers Communication Tools
   5.4. Co-makers Communication and IT
5. Brand and Product External Communication
   6.1. Marketing Communication
   6.2. Marketing Communication Tools
6. Corporate Communication
   7.1 Financial Communication
   7.2 Corporate Communication - Tools and Policies
   7.3 Crisis Communication

Prerequisites

Students are requested, only if they intend to take the Corporate Global Communications course, to enroll (spontaneous enrollment) in both modules and, if the system allows, also in the total (Corporate Global Communications). This will facilitate classroom attendance control and allow your participation in the written pre-appointment.
Students are advised that IT IS NOT POSSIBLE to enroll in a Shift 1 (A-LH) and attend classes in Shift 2 (LI-Z), or vice versa. Those enrolled in a Shift must attend and participate in the examination of that Shift. As per the regulations, no exceptions can be made, even for Erasmus students.
The textbook for exam preparation for both course modules is:
--Alessandra Mazzei, Silvia Ravazzani, Business Communication, Pearson, 1st edition, 2024--.
Exam preparation with unauthorized handouts is not allowed.
In order to register the CGC grade, the student must already have registered the Marketing grade (propaedeuticity).

Teaching methods

Frontal lecture.
All lectures are conducted in the in-presence delivery mode.

Assessment methods

Final written or oral test.

Possibilities of testing the written test (various possibilities even in the same test):

- CLOSED ANSWER TESTS (True/False, Matching, Multiple Choice, etc.);
- OPEN QUESTIONS (equivalent to very short essays);
- SHORT ESSAY (exposition of topics covered in class);
- PROBLEMS (questions requiring the analysis of a complex phenomenon and its rationalization through the composition of several principles);
- EXERCISES (answering simple questions that require the application of specific principles or techniques);
- CASE ANALYSIS (Description of real situation or example whose interconnections are analyzed among different elements/variables in light of one or more theoretical paradigms).

Oral test:

- INTERVIEW ON THE TOPICS ON THE EXAMINATION TEXTS

Textbooks and Reading Materials

Alessandra Mazzei, Silvia Ravazzani, Comunicazione d'impresa, Pearson, 1a edizione, 2024

Semester

Second semester.

Teaching language

Italian.

Sustainable Development Goals

QUALITY EDUCATION | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION | PARTNERSHIPS FOR THE GOALS