UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Communication, Negotiation and New Media

2526-2-F6302N058

Learning objectives

The intended learning objectives (LO) are:

LO–1: Becoming familiar with the basic principles of Public Speaking.

LO-2: Becoming familiar with the basic principles of negotiation.

LO-3: Becoming familiar with the basic principles of communication on social media.

LO–4: Learn main communication tools to influence people's behaviour

Contents

The course mainly covers 4 topics: public speaking; the use of social media (including LinkedIn); the tools for carrying out effective communication campaigns (including the MINDSPACE scheme); how to acquire basic negotiation skills.

Detailed program

The course mainly covers 4 topics: public speaking; the use of social media (including LinkedIn); the tools for carrying out effective communication campaigns (including the MINDSPACE scheme); how to acquire basic skills for negotiation

Students will perform simulations of presentation in public and processing of written texts in the context of typical

Public Relations activities and will analyze real examples of presentations and communication activities drawn from the public, private, and non-profit sectors. How to make a presentation in public? How to write an effective press release? Why is mirroring very useful in certain types of negotiations? What is the relationship between financial education and financial communication? The course will answer these questions and engage students in weekly practical assignments.

Students will be encouraged to participate actively in the classroom

Prerequisites

None

Teaching methods

The course consists of 48 hours and is held entirely in English, of which approximately 50% with didactic teaching (frontal lessons with the use of slides, audio and video, testimonials from experts) and 50% with interactive teaching (group projects, discussion of case studies, exercises, testimonials from experts, discussions and group exercises in the classroom. All lessons will be held in person in the classroom.

Assessment methods

There are two ways of verifying learning
MODE 1: Group project + exam
For students who choose this method, the assessment will be structured as follows:
1a. written test of 5 open questions in English on the texts of the first module (the exact list of texts will be indicated in class and will be a subset of the texts listed in the section "Reference texts below") + ** 1b:** a group project to be presented in the classroom by the end of the course in the form of an oral presentation with the aid of slides demonstrating one's public speaking skills (with a score between 0 and 5, to be added to the test mark written if over 18/30)
MODE 2: Exam
For students who choose this method, the assessment is structured as follows: a written exam of 8 open quetions in English on texts indicated below in the "Textbooks and Reading Materials" section

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Any further information about students' assessments will be provided during the course through the platform https://elearning.unimib.it/ in the section of the course labeled "INFORMATION FOR THE EXAM"

Page updated on 14/June/2024

Textbooks and Reading Materials

**Textbooks and Reading Materials:

Gallo C., (2014), *Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds, St Martins Pr*; New edition

Institute for Government, Cabinet Office (2014), MINDSPACE. Influencing behaviour through public policy. ONLY FROM PAGE 1 TO PAGE 68. File available from https://www.instituteforgovernment.org.uk/sites/default/files/publications/MINDSPACE.pdf

Leo, C., Halloran, T., Valdez, C., Martinou, I., Connell, L., & Morin, J. (2024). THE LINKEDIN EFFECT: BUILDING PERSONAL BRANDS, ENHANCING SELF-ESTEEM AND JOB SEARCH BEHAVIORS FOR THE NEXT GENERATION. Marketing Education Review, 34(2), 107-120.

Rinaldi E.E., (2016), The relationship between financial education and society: a sociological perspective, in «Italian Journal of Sociology Of Education», vol. 8 (n.3), pp. 126-148 (disponibile da: http://ijse.padovauniversitypress.it/issue/8/3).

Voss C., Raz T., (2016), *Never Split The Difference: Negotiating as if Your Life Depended on It,* USA*,* HarperCollins.

Semester

II semester

Teaching language

English

Sustainable Development Goals

REDUCED INEQUALITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION