UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Communication Management - 1

2526-1-F7703M001-T1

Learning objectives

The course of Communicatino Management aims to get into detail with corporate communication and marketing communication, both from the theoretical point of view and of managerial tools.

Knowledge and understanding
Students will acquire a solid knowledge of the fundamental theories and managerial approaches related to corporate communication. They will be able to understand the dynamics that influence corporate communication, its strategies and the tools used to manage communication in different organizational contexts. Furthermore, they will understand the key concepts related to communication theory, with particular attention to business applications.
Applying knowledge and understanding
Students will be able to apply the managerial theories and tools learned in the course to develop effective communication strategies for businesses. They will be able to design and implement corporate communication plans, using practical and goal-oriented approaches.
Making judgments
Students will be able to analyze and evaluate the most appropriate communication strategies in relation to business objectives and to formulate autonomous judgments on their effectiveness, taking into account the organizational context, the available resources and the company's objectives.
Communication skills
Students will develop the ability to clearly communicate strategies and decisions related to corporate communication, both in written and oral form.
Learning skills
Students will be able to learn independently and update themselves on the latest theories and practices in the field of corporate communication. Furthermore, they will be able to apply what they have learned in a practical way, tackling real cases and solving corporate communication problems.

Contents

- Communication and value

- Areas of business and corporate communication

- The marketing communication mix

- Planning, organization and control of communication

Detailed program

Communication and value: communication mechanisms, management of relations with the various stakeholders

The areas of business communication: institutional communication, economic-financial communication, organizational communication, marketing communication

The communication mix in the logic of marketing: product, distribution, price, promotion, branding

Planning, organization and control of communication: strategic and operational aspects

Prerequisites

none

Teaching methods

Frontal lessons and case studies presented by entrepreneurs/operators. .30% of lesson hours will be delivered as per regulation remotely, asynchronous recordings

Assessment methods

Written exam (3 open-ended structured questions).

Textbooks and Reading Materials

Alberto Pastore,Maria Vernuccio, Impresa e comunicazione. Principi e strumenti per il management, Apogeo Education, Edizione: 2

Semester

II semester

Teaching language

Italian

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION