UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Communication Management - 2

2526-1-F7703M001-T2

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.
The training objectives will be divided in particular into the following areas of competence:
Knowledge and ability to understand business communication as a university course and as a professional specialization subject.
Knowledge and understanding applied to the managerial and professional aspects of business communication.
Making judgements on the possibilities of professional and managerial use of the subject, to be developed also through group work on company cases.
Communication skills in the field of business communication, to be developed also through group work on company cases
Ability to learn (Learning skills) the theoretical aspects of business communication applied to the profession and management.

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. Teaching: frontal lessons on the course topics. Interactive teaching: business cases and group work relating to the course topics

Assessment methods

Written exam (3 open-ended structured questions).
it will be possible to request a pre-appeal
In particular, the following skills and knowledge will be assessed:
Theoretical knowledge relating to the exam program:
The knowledge relating to the exam program applied to concrete business cases that the student can freely describe in the exam;
The ability to make judgment regarding the application of theoretical knowledge relating to the exam program to business cases;
Communication skills regarding the topics of the exam program;
The ability to learn and apply the topics of the exam program to concrete business cases

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