UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Pubblicità - Turno B

2526-2-E2004P024-TB

Learning area

3: Techniques, tools, and technologies of communication.

Learning objectives

Knowledge and Understanding

- Understanding the work stages and professional roles involved in executing an advertising campaign: from strategy formulation to creative development and dissemination.
- The role of advertising in shaping brands and products, including its potential to challenge certain stereotypical cultural models.

Ability to Apply Knowledge and Understanding

- Ability to formulate a brief for the development of an advertising campaign or to analyze real advertising campaigns to understand their objectives, message, target audience, etc.

Autonomy of Judgment

- Developing critical analysis, evaluation, and synthesis skills for personal and/or group opinions regarding complex communication projects.

Communication Skills

- Developing the ability to communicate analyses, ideas, and evaluations clearly and effectively, interacting with the rest of the class and with the teacher.

- Developing active listening and collaborative discussion skills during subgroup work.
- Developing skills in organizing and assigning tasks for optimal subgroup work management.
- Developing public speaking and coordination skills within the group.

Learning Ability

- Developing the capacity to autonomously continue one's academic journey, strengthened by enhanced critical awareness and a renewed theoretical, conceptual, and methodological sensibility.

Contents

We'll deeply explore the structure, roles, and essential skills for executing a communication campaign.

We'll analyze various types of advertising campaigns across both digital platforms (like social media and display ads) and traditional offline channels (such as billboards, print, TV, and in-store promotions).

A key focus throughout will be on challenging persistent stereotypes, aiming to build a stronger awareness and better preparation for issues surrounding Diversity and Inclusion.

Detailed program

- History of Advertising: when and how the first communication agencies were born.
- Roles and Responsibilities in creating a communication campaign.
- The communication campaign creation process: from brief to execution, through results' analysis.
- How to correctly analyze a aampaign: models and key considerations.
- Introduction to main communication channels (online and offline).
- Analysis of case studies and examples of successful campaigns.
- The representation of diversity in the communication landscape: international and Italian scenarios.
- How to identify and overcome stereotypical approaches.
- Analysis of worst and best practices.
- How to Implement a communication approach inspired by Diversity and Inclusion.

Prerequisites

None.

Teaching methods

The laboratory will be held in person only and will include approximately 12 hours of lectures and 12 hours of interactive teaching. This interactive component will involve in-class discussions of real cases and presentations of projects by each work group (the class will be divided into 8 work groups, each assigned different types of tasks to complete and then present in class).

Assessment methods

In-class discussions of real cases, along with the presentation of project work, will allow for verification of the acquired analytical and presentation skills. Active participation in at least 75% of the lessons is required.

Textbooks and Reading Materials

Any additional readings will be provided during the laboratory.

Sustainable Development Goals

GENDER EQUALITY | REDUCED INEQUALITIES