



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratorio 11 - Comunicare online fra strategie e scrittura

2627-3-E4001N129

Learning objectives

The aim of the workshop is on a one hand, the students will learn to analyze the communicative strategies produced in the digital media and, on the other hand, they will learn to apply the various forms of digital writing in order to develop new ways of communicating in collaborative and innovative terms.

Contents

The workshop will deal with the following topics from a theoretical and praxis-oriented perspective: creativity; the different forms of digital writing and online communication; ethic questions concerning the online communication and good practices; the shaping of social networks; the building of brand identity.

Detailed program

The course focuses on the theory and practical tools to share with the students how companies organize their online communication.

- i) The Cluetrain Manifesto
- ii) How to make a digital strategy
- iii) Define the information architecture and approach the mapping and classification of information
- iv) The interview
- v) Learn good writing practices for the web

Prerequisites

Preliminary knowledge is not required.

Teaching methods

The course consists of 16 hours, of which 10 % is deliverable teaching (theoretical lectures with the support of slides) and 90 % is interactive teaching (conducting exercises in class).

Assessment methods

The students will be evaluated on the basis of their participation during the lessons to assess the acquired skills. During the lessons it is mandatory for the students to actively participate, as this will influence the final evaluation. During the exercises, the students will be split alone or in small groups and they will be individually evaluated in the basis of the:

1. constructive collaboration in reaching the shared goal;
2. application of the methods and the notions explained by the teacher;
3. correct use of the materials provided;
4. ability to summarize all the various ideas;
5. capacity to argue especially in an analytical key.

Textbooks and Reading Materials

Content strategy per il web - Kristina Halvorson

Sense-making. Organizzare il mare dell'informazione e creare valore con le persone - Luca Rosati

Manuale di scrittura creativa - Simona Sciancalepore

Interviewing Users: How to Uncover Compelling Insights - Steve Portigal

Sustainable Development Goals

QUALITY EDUCATION
