UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Digital Marketing Communication - 1

2627-2-E1806M011-E1806M011-2-T1

Learning area

Digital Marketing Communication (5 CFU) is part of the Corporate Global Communication course (13 cfu) together with the module of ECONOMICS AND TECHNIQUE OF CORPORATE COMMUNICATION (8 CFU).

Learning objectives

The course is aimed at providing the student with a reference framework about the fundamentals of corporate communication, also in addition to that of a commercial and persuasive nature dealt with in the module of economics and technique of business communication. In this context, the course aims to identify the best ways of communicating with stakeholders, both in a local and, progressively, global context. The course will end with a brief overview of some preliminary knowledge in terms of privacy, a fundamental regulatory assumption for communication activity since the entry into force of the GDPR.

Contents

Corporate communication analysis in an international perspective

Detailed program

During the course the following topics will be addressed:

· Governance and stakeholder communication

· Sustainability communication

· Economic and financial communication

· Unconventional marketing

· Crisis communication

· Service reports

· Privacy for marketing

The lessons could have as their object the company testimonials on the contents provided by the program.

Prerequisites

For students of the degree course in Marketing, Business Communication and Global Markets: the Marketing exam is a prerequisite. In fact, if you have not previously taken and registered the marketing exam it is not possible to take and register Corporate Global Communications.

For students of other degree programs, Corporate Global Communications is not a recommended exam as the basics with the Market-Driven Management and Marketing exams have not been acquired.

Teaching methods

Classes take place in the classroom, in person, in the spaces designated by the University.

Assessment methods

For attending students (recommended choice for a more operational approach to the subject) the assessment of learning will take place with a written test, containing both closed and open questions. For non-attending students, the test will be entirely oral, together with the exam of economics and technique of business communication.

Textbooks and Reading Materials

Bonetti, E. (2026). Marketing Communication. La gestione integrata tra media tradizionali e nuovi media, McGraw Hill.

Sustainable Development Goals