



Name	MEDIA COMMUNICATION
Component Modules	-
Subject area	SECS-P/08
Academic year and semester	3rd year, 2nd semester
Language of instruction	English
ECTS	8
Number of hours of lectures	48
Teachers	
Expected learning outcomes	<p>At the end of the course, the student will have the basic knowledge to: define the models of corporate communication and the areas of relevance: from dissemination to value creation; analyze the communication process, retracing the three phases of which it is composed: research, programming, evaluation; Break down the four areas of corporate communication and analyze their tools and objectives. Through the notions acquired, the student will be able to understand and deepen the dynamics of interpersonal communication and the communicative role of the physical structure, public relations.</p> <p>At the end of the course of study, the student will have acquired the ability to carry out an autonomous assessment of changes in communication in the business environment, thanks to the advent of new technological tools.</p> <p>At the end of the course the student will be able to effectively express knowledge.</p>
Syllabus	<ul style="list-style-type: none"> •Corporate Communication: The Process and Planning •The tools of corporate communication •The role of advertising •Il direct marketing •Vehicle planning •Public Relations •Sales promotion •The areas of corporate communication •Institutional communication •Management communication •Economic and financial communication •Commercial communication
Teaching and learning methods	<p>Teaching is mainly delivered through lectures. In addition to lectures, the course also involves a number of hours of interactive teaching (at least one hour for each ECTS).</p> <p>During the lessons, particular attention will be paid to engaging in dialogue with the students, who will be able to respond to the proposed topics of discussion or formulate requests for in-depth study or debate through the analysis of case studies</p>
Evaluation methods	<p>The exam is oral and lasts approximately 30 minutes. It includes at least five questions related to the entire program that will focus both on the technical aspects and on the ability to provide analysis and evaluations related to the dynamics described and discussed in class.</p>
Assessment methods	<p>The assessment of learning involves the assignment of a final grade expressed in thirtieths. Each question carries equal weight in the formulation of the final grade.</p>
Prerequisites	There are no prerequisites.
Teaching materials	P. A. Argenti (2023). <i>Corporate Communication</i> , 8th Edition. McGraw-Hill.