



<b>Name</b>	BRANDING AND COMMUNICATION MANAGEMENT
<b>Component Modules</b>	-
<b>Subject area</b>	ECON-07/A
<b>Academic year and semester</b>	2nd year, 2nd semester
<b>Language of instruction</b>	English
<b>ECTS</b>	6 ECTS
<b>Number of hours of total assisted teaching activities divided between DE and DI</b>	42 hours, including 36 hours of Expository Teaching (DE) and 6 hours of Interactive Teaching (DI)
<b>Teachers</b>	<p>Prof. Rosamartina Schena (2 CFU: Brand and Communication in Management, What is a Brand: building brand equity, The Brand Value Chain: the life cycle brand management, Packaging, product design and brand management, Corporate branding and brand reputation)</p> <p>Prof. Silvia Pettinicchio (4 CFU: Integrated communication strategies across channels, Storytelling, media planning, and content creation techniques, Brands interaction with culture, society, and sustainability, Brand communications in both crisis and growth scenarios.)</p>
<b>Expected learning outcomes</b>	<p>At the end of the course of study, the student will have acquired the knowledge related to the main theories of branding and communication, as well as models for the related analysis. They will be familiar with the various approaches to adapting branding strategies and the solutions adopted by companies across different market contexts. Additionally, they will have developed foundational knowledge of strategic communication management in international markets. In particular, the student will have acquired knowledge regarding brand management tools and activities, brand management problems, key aspects of a brand management decision and its implementation. At the end of the course, the student will be able to independently make judgments about the strengths, weaknesses and opportunities of the brand.</p> <p>The Student will gain an in-depth understanding of integrated communication strategies across traditional and digital platforms. The course emphasizes creativity, critical analysis, and the practical application of brand and communication frameworks.</p>



	At the end of the course, the student will be able to effectively express the knowledge acquired and describe, with technical language, the aspects related to branding and communication management.
<b>Syllabus</b>	<ol style="list-style-type: none"> <li>1. Brand and Communication in Management</li> <li>2. What is a Brand: building brand equity</li> <li>3. The Brand Value Chain: the life cycle brand management</li> <li>4. Packaging, product design and brand management</li> <li>5. Corporate branding and brand reputation</li> <li>6. Global Vs International brands - the case of "Made in Italy"</li> <li>7. Introduction to Communication Strategy &amp; Message Design</li> <li>8. Integrated Marketing Communication (IMC): Planning and Channels</li> <li>9. Media Strategy: Traditional, Digital, Owned, Earned &amp; Paid Media</li> <li>10. Brand Storytelling, Brand Purpose, and Content Strategy</li> <li>11. Brand Communication in a Global and Cultural Context</li> <li>12. Crisis Communication &amp; Ethical/Sustainable Brand Messaging</li> </ol>
<b>Teaching and learning methods</b>	<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>The number of hours of Expository Teaching (DE) is 36 hours. The number of Interactive Teaching (DI) hours is 6, organized into 3 e-activity sessions.</p> <p>DI activities</p> <p><b>Brand Equity Canvas (Prof. Schena)</b></p> <p>Objective: understand how brand equity is built.</p> <p><b>Crisis Room Simulation (prof. Pettinicchio)</b></p> <p>Objective: manage brand communication in crisis and growth scenarios.</p> <p><b>Sustainability Campaign Design (prof Pettinicchio)</b></p> <p>Objective: integrate sustainability into brand communication.</p>
<b>Evaluation methods</b>	<p>The methods and criteria for assessing learning vary for attending and non-attending students.</p> <p><u>Attending students:</u></p> <p>There are two exams: a mid-term exam and a final exam. Both exams contribute to the final evaluation</p>



by 50% each.

**Midterm exam:** Written examination in English. The exam lasts **60 minutes** and focuses on the **first part of the course** (Sessions 1–5), which covers the foundations of **Branding Management**. The exam is structured in two parts:

1. **Three Open-Ended Questions (50% of the grade)**

These questions are designed to assess the students' understanding of the main concepts and terminologies related to brand management. Answers should demonstrate accurate knowledge of theoretical frameworks, key definitions, and strategic tools discussed during lectures.

2. **Case Study (50% of the grade)**

Students will analyze a brief branding case, either real or hypothetical. The case will require students to assess the brand context and provide structured evaluations and reflections on issues related to brand positioning, brand equity, identity, or brand architecture. Responses should show the ability to apply branding models and concepts and may include references to examples and analyses discussed during the course.

**Final exam:** written exam in English (on part 6-12 of the program) dedicated to communication management. The exam consists of two parts:

1. **Three Open-Ended Questions (50% of the grade)**

These questions are designed to assess the student's understanding of terminology and operational frameworks related to brand communication management. Students are expected to define, explain, and critically reflect on key concepts and tools discussed in class.

2. **Case Analysis (50% of the grade)**

Students will be presented with a brief brand communication case involving a specific challenge or decision point. They will be asked to analyze the situation and propose a communication strategy by applying the tools and concepts covered in the second part of the course. The analysis should demonstrate both theoretical knowledge and practical problem-solving skills, with reference to class discussions and examples.

Non - Attending students:

**Written Exam**

For non-attending students, the written exam - lasting 60 minutes - consists of 16 multiple-choice questions and 3 case analysis. In the multiple-choice questions, students are expected to demonstrate their understanding of the correctness of the selected answer by applying theories and tools from branding and communication management, as well as their knowledge and comprehension of the underlying assumptions of the main related theories. In the case analysis, students must show their ability - also through independent judgment - to solve the proposed problems related to the subject area. An additional assessment criterion is the appropriateness and mastery of technical language.

**Assessment**



<b>methods</b>	<p>The criteria for measuring learning outcomes and assigning a final grade vary for attending and non-attending students.</p> <p><u>Attending students:</u></p> <p>The evaluation of learning outcomes foresees the attribution of a final grade expressed in thirtieths, as the arithmetic average of the grades obtained in the two tests. Honors will be given to the students who obtain a final grade of at least 31 points.</p> <p><b>Mid-term exam:</b> The mid-term exam will count for 50% of the final grade. Up to 15 points are assigned through open-ended questions; up to 16 points are assigned to the business case study.</p> <p><b>Final Examination:</b> The final exam accounts for 50% of the final grade. Up to 15 points are awarded through open-ended questions; up to 16 points are awarded to the business case study.</p> <p>Honors ("lode") are awarded to non-attending students who achieve a total score of 31 points on the written exams</p> <p><u>Non - Attending students:</u></p> <p>The final grade is assigned based on the following criteria: up to 16 points are awarded through 16 multiple-choice questions; each of the 3-case analysis can earn up to 5 points. Honors ("lode") are awarded to non-attending students who achieve a total score of 31 points on the written exam.</p>
<b>Prerequisites</b>	<p>There are no prerequisites.</p>
<b>Teaching materials</b>	<p><u>Attending students:</u></p> <p>- Teaching materials provided by the teachers.</p> <p>- K. L. Keller , V. Swaminathan (2025), Strategic brand management. Building, measuring, and managing brand equity 5th Global Edition, Pearson Education Limited.</p> <p><u>Non - Attending students:</u></p> <p>- K. L. Keller , V. Swaminathan (2025), Strategic brand management. Building, measuring, and managing brand equity 5th Global Edition, Pearson Education Limited.</p>