



Syllabus

Academic Year	2022/2023
Program	Marketing
Course	Integrated Marketing Communication
Term	II semester
Year	1
SSD	M-FIL/05
Credits	6

INSTRUCTIONAL GOALS

The course aims to teach the student how to develop realistic and actionable marketing communication plans, following the most recent theories and methodologies.

The course will:

- Introduce the basic theoretical notions of marketing communication;
- Present the new scenarios of marketing communication and provide the skills necessary for planning and evaluating an integrated communication strategy;
- Offer advanced theoretical tools and methodologies necessary to understand the role that the linguistic dimension (in a multimodal perspective) plays in the functioning of the marketing communication of organizations both in traditional media and social web.
- Deepen the methodologies for the qualitative analysis of brand storytelling.

The course adopts a problem-based learning approach. Therefore, students will be given the opportunity to apply theories and models to real brands and companies in order to develop realistic and actionable communication plans (Adoption Lab). In this regard, to foster student interaction, the lectures will be largely integrated with online exercises (Kahoot); Q&A sessions; case analysis; guest speaker; project work.

INTENDED LEARNING OUTCOMES

They describe what a learner is expected to know, understand and be able to demonstrate after completion of a learning path.

Knowledge and understanding:

The course offers advanced theoretical and methodological tools necessary to understand the concepts, strategies and means necessary to design and implement a coherent and integrated marketing communication campaign. Moreover, the course promotes the acquisition of knowledge on the role that languages in a multimodal perspective play in marketing communication of organizations, both in traditional media and in the context of social networks. Particular attention will be paid to the different modalities and articulations that the investigation on languages can assume with reference to the marketing implications (Semiotics of marketing and business communication).

By the end of the course, students will know.:

- The appropriate terminology to define marketing communication activities
- How does the marketing communication planning process work;
- The characteristics of the different channels (Paid, Owned and Earned media) to plan effective and efficient communication campaigns;
- How to make the message effective, taking into account the different touchpoints on which an integrated marketing communication plan is structured;



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- The role that languages in a multimodal perspective play in marketing communication of organizations, both in traditional media and in the context of social networks. Particular attention will be paid to the different modalities and articulations that the investigation on languages can assume with reference to the marketing implications (Semiotics of marketing and business communication);
 - Where to find the information to set up a communication budget.

Applying knowledge and understanding:

Upon completing the study program, students will be able to:

- Set up a marketing communication strategy;
- Define the communication objectives to achieve the business objectives;
- Select the appropriate media for an effective marketing communication plan;
- Use basic semiotic tools to analyze branding processes and evaluate the quality of creative ideas in relation to communication objectives
- Set up a communication budget request document.
- Use basic semiotic tools to analyze branding processes and evaluate the quality of creative ideas in relation to communication objectives

Attending students will learn to apply theories and method tools by participating in an Adoption Lab which involves the development of a marketing communication project and its presentation according to an "inquiry based" logic.

Making judgements:

Upon completing the study program, students will be able to:

- effectively research, collect and interpret data for the purpose of planning an effective communication marketing campaign.
- Furthermore, students will develop a critical spirit to observe the role of marketing communication not only from the consumer perspective but also from the perspective of corporate reputation management. In order to encourage critical thinking, comparative analyzes of marketing communication campaigns and their impact on corporate reputation will be proposed.
- They must also be able to understand if one media is more effective or efficient than another in the context of a communication strategy and if a communication plan is professionally set up.

Communications Skills:

Upon completing the study program, students will be able to:

- Effectively communicate the result of research, data collection and content production in a clear, complete but concise way, using the most appropriate terminology
- Strengthen the skills necessary to produce comprehensive and effective analytical reports and presentations.

Learning skills:

Upon completing the study program, students will

- Acquire the analytical and creative skills necessary to evaluate and manage integrated marketing communication processes, also in a multicultural perspective
- Be able to orient themselves in the macro-sector of media planning, know where to find information and choose the most useful data sources for carrying out their work,
- Have a knowledge base that can easily allow them to update in a highly strategic and innovative sector.

Pre-requisites

Knowledge of basic marketing notions.



Course content	<p>Course topics:</p> <ul style="list-style-type: none">• From Marketing Mix to Communications Mix;• Integrated marketing Communication planning process;• How to define a communication target group;• Communication objectives;• Customer journey and touchpoints;• Paid, Owned and Earned Media: main characteristics;• Key media planning metrics (online and offline);• The media planning process;• How to measure marketing communication effectiveness;• How to define a communication budget;• Text and image. Semiology as a rhetorical analysis of advertising.• Concept of denotation and connotation.• Narration and narrativity.• A semio-generative approach to advertising. <ul style="list-style-type: none">• The square of axiologies.• Brand metaphor.• Cultural branding.
Reference Books	<p>Slides, materials and research papers will be listed and made available on the e-learning platform.</p> <p>Recommended readings:</p> <ul style="list-style-type: none">• Pelsmacker P. De; Geuens M., Van den Bergh J. (2017) <i>Marketing Communications: A European Perspective</i>, Prentice Hall; 6th Edition (chapt. 1; 4; 5; 7; 13).• Keller K.L., Bathra R. (2016). <i>Integrating Marketing Communications: New Findings, New Lessons, and New Ideas</i>. <i>Journal of Marketing: AMA/MSI Special Issue Vol. 80</i>: p. 122-145;• Oswald L. (2012) <i>Marketing semiotics. Signs, strategies, and Brand Value</i>, Oxford University Press (Introduction and chapt. 1; 2; 3)• Ruiz Collantes FX, Oliva M. "Narrativity approaches to branding". In: Rossolatos G, editor. <i>Handbook of brand semiotics</i>. Kassel: Kassel University Press; 2015, p. 89-150
Teaching Methods	<p>Asynchronous and face-to-face teaching will be complemented by case studies, practical exercises (both individual and group works), one main project work, scientific paper discussions and interviews with professional experts.</p> <p>Meetings with TAs are strongly recommended.</p> <p>Students' participation during lectures is strongly encouraged.</p>
Assessment	<p>Students' performance will be evaluated by means of a continuous assessment and a project work. By continuous assessment we mean that students' work will be evaluated throughout the semester based on their participation and reaction to asynchronous activities, as well as on individual tests regarding specific assignments. Furthermore, students' overall assessment will integrate the evaluation of a team-based project work regarding a real problem.</p> <p>In the project students are required to demonstrate that they are able to:</p> <ul style="list-style-type: none">• Design a marketing communication strategy• Conduct a synchronic and diachronic qualitative research to understand the reference context• Draft a coherent communication idea and build upon that an impactful campaign• Present effectively findings and conclusions
