

General Information	
Academic subject	COMMUNICATION, JOURNALISM E POLITICAL MARKETING
Degree course	MASTER'S DEGREE
Curriculum	
ECTS credits	9
Compulsory attendance	No
Language	Italiano

Subject teacher	Name Surname	Mail address	SSD
	FRANCESCO GIORGINO	Francesco.giorgino1@uniba.it	SPS/08

ECTS credits details			
Basic teaching activities		SPS/08	

Class schedule	
Period	FIRST SEMESTER
Year	2020-2021
Type of class	FRONTAL LESSONS

Time management	
Hours measured	1h= 60 min
In-class study hours	60
Out-of-class study hours	165

Academic calendar	
Class begins	10.2020
Class ends	01.2021

Syllabus	
Prerequisite requirements	No
Expected learning outcomes	<p><i>Knowledge and understanding</i></p> <p><i>Applying knowledge and understanding</i></p> <p><i>Making informed judgements and choices</i></p> <p><i>Communicating knowledge and understanding</i></p> <p><i>Capacities to continue learning</i></p>
Contents	<p>MACROAREA 1 - A SOCIOLOGICAL APPROACH TO COMMUNICATION</p> <p>MACROAREA 2 - POLITICAL AND INSTITUTIONAL COMMUNICATION</p> <p>MACROAREA 3 - THE NEWSMAKING</p> <p>MACROAREA 4 - BUSINESS COMMUNICATION AND CONTENT MARKETING</p> <p>MACROAREA 5 – DIGITAL TRANSITION</p>
Course program	
Bibliography	<p>1. GIORNALISMI E SOCIETA', F.GIORGINO, MONDADORI UNIVERSITA', MILANO, 2018</p> <p>2. BRANDELLING, F.GIORGINO E M.F.MAZZU', EGEA, MILANO,</p>

	2018
	3. ALTO VOLUME , F.GIORGINO, LUISS OPEN, ROMA, 2019
Notes	
Teaching methods	SLIDE, WORKSHOP E BEST PRACTICES
Assessment methods	CLASSIC
Further information	