



UNIVERSITÀ
DEGLI STUDI DI BARI
ALDO MORO

PUBLIC, SOCIAL AND BUSINESS COMMUNICATION SCIENCES
(LM-59)

General information	
Academic subject	BRAND, IDENTITY AND VISUAL CULTURE ANALYSIS LABORATORY
Degree course	PUBLIC, SOCIAL AND BUSINESS COMMUNICATION SCIENCES (LM-59)
Academic Year	First
European Credit Transfer and Accumulation System (ECTS)	3
Language	Italian
Academic calendar (starting and ending date)	Second Semester
Attendance	

Professor/ Lecturer	
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Virtual headquarters	https://teams.microsoft.com/l/team/19%3aAeh-GCiZuM67o8_q29oVizPTPZvNNUFtuEvF9j4t3u41%40thread.tacv2/conversations?groupId=3c7186dd-e3c7-472a-a55c-8adac4ce0eee&tenantId=c6328dc3-afdf-40ce-846d-326eead86d49
Tutoring (time and day)	The teacher receives the students, by appointment, immediately after class time.

Syllabus	
Learning Objectives	At the end of the Course, the Student will have knowledge of the notions and complex nuances of the thematic objects characterizing the current debates within the discipline studied, so as to be able to develop an interest in an in-depth analysis of some issues - considered crucial or even marginal by the actors main ones of the sociological-communicational investigation -, also in a comparative way with other similar or remote scientific territorialities, as well as the desire to continue research in the same academic field or in other adjacent ones.
Course prerequisites	No prerequisites
Contents	Course Title: 'Capital' and 'east-ethic' identity of brand activism. The brand in the techno-philanthropic society.

	<p>Synoptic detail:</p> <ul style="list-style-type: none"> • The aesthetic-capitalist jurisdiction of the brand • The 'worldliness' of the brand • Brand, company and imagery • Brand activism: between the aesthetics of seduction and the neo-ethics of digital capitalism • Collaborators, CEOs and consumers as brand activists • From brand activism to net positive: the external and internal moralization of logic, organization and corporate purposes • For a critique of brand activist capitalism: analysis of the risks for democracy
Books and bibliography	<ul style="list-style-type: none"> • VANNI CODELUPPI, <i>La marca. Tra impresa e società</i>, Franco Angeli, Milano 2023 (only the chapters indicated during the lessons). • PHILIP KOTLER – CHRISTIAN SARKAR, <i>Brand activism. Dal purpose all'azione</i>, Hoepli, Milano 2020 (only the chapters indicated during the lessons). • CARL RHODES, <i>Capitalismo woke. Come la moralità aziendale minaccia la democrazia</i>, Fazi, Roma 2023 (only the chapters indicated during the lessons). <p>Program for non-attending students: For non-attending students, the indicated program must be integrated with a text of your choice, identified among those present in the section below called 'Notes on reference texts', preferably by agreement with the teacher.</p>
Additional materials	<p>Bibliography (optional) useful for in-depth study of the themes of the monographic section and textual location, for non-attending students, to identify a volume of their choice, with which to integrate the program established for attending students:</p> <ul style="list-style-type: none"> • VANNI CODELUPPI, <i>Chanel. Identità di marca e pubblicità</i>, Franco Angeli, Milano 2021. • PHILIP KOTLER – HERMAWAN KARTAJAYA – IWAN SETIAWAN, <i>Marketing 5.0. Tecnologie per l'umanità</i>, Hoepli, Milano 2021. • PHILIP KOTLER – SVEND HOLLSSEN – MARC OLIVER OPRESNIK, <i>Social media marketing</i>, Hoepli, Milano 2022, 2° ed.. • NICHOLAS MIRZOEFF, <i>Introduzione alla cultura visuale</i>, Meltemi, Milano 2021. • PAUL POLMAN – ANDREW WINSTON, <i>Net positive. Un business etico per una crescita sostenibile e profittevole</i>, Hoepli, Milano 2022.

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
	20		
ECTS			
	3		
Teaching strategy			
Frontal lessons Seminars Discussion			
Expected learning outcomes			

Knowledge and understanding on:	At the end of the Course, the Student will have to highlight a substantial positive cognitive gap compared to the moment of the inaugural approach to the study of the contents of the same and show ease and agility in the approach to the specific lexicon and conceptuality of the discipline studied.
Applying knowledge and understanding on:	The Student must be able to transfer the significance of the contents learned during the study to the level of analysis of social dynamics, in order to educate himself in the consideration of all the aspects contributing to the formation of a serious and profound evaluation of reality, as well as translating it the critical arch, typical of the discipline.
Soft skills	The Student will be able to identify, organize and make profitable use of the models and knowledge acquired in order to develop synoptic-explanatory argumentative results consistent with the premises used and capable of themselves soliciting further provocations of study and discussion. Furthermore, the Student will be able to duly employ the technical-disciplinary language not only in the sense of the correct expression of the contents learned, but also, and above all, of the thematic involvement of their interlocutors, be they specialists or simple inexperienced yet interested listeners, thus that the science, of which he will be the bearer, can be conveyed outside the narrow academic boundaries and fully realize its mission.

Assessment and feedback	
Methods of assessment	The exam is carried out in oral form on the course contents actually exposed and carried out as well as on the texts indicated in the Section of this Program called 'Reference texts'.
Evaluation criteria	For the evaluation of the oral exam, the mastery of the contents and the skills acquired, the linguistic-expository and lexical property, as well as the argumentative ability shown by the candidate, are taken into consideration.
Criteria for assessment and attribution of the final mark	<ul style="list-style-type: none"> - Ability to compose orderly and transparent presentations and arguments - Linguistic appropriateness as well as the ability to create an original and engaging speaking practice - Ability to use an analytical-critical posture of thought
Additional information	