General information	
Academic subject	**Digital Culture and Communication Lab**
Degree course	**Public, Social and Business Communication Sciences**
Academic Year	2023/2024
European Credit Transfer and Accumulation System (ECTS)	3 cfu
Language	italian
Academic calendar (starting and ending date)	Second year, second semester
Attendance	Yes

Professor/ Lecturer	
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Department and address	
Virtual headquarters	
Tutoring (time and day)	

Syllabus	
Learning Objectives	During the laboratory, the subjects of study will be the theories and practices for the implementation of an integrated business communication strategy. Students will be able to detect communication goals, understand and identify various external/internal, digital/online, traditional/offline functions. In addition, students will be able to develop and draft strategic plans by using practical action tools. Lastly, the laboratory will provide theories and analysis techniques with regard to the various scenarios of cultural and digital identities concerning companies and CEOs.
Course prerequisites	The students must already possess a general and basic knowledge of the role of communication in the 21st century on a worldwide level.
Contents	General overview on the role of communication in today's society with a focus on national companies (case histories) In-depth study of the various communication tools used in the company: related functions with respect to objectives set by company management Social in the company and its use for CEO (personal branding) Company culture and communication with related case history study Gantt
Books and bibliography	Materials and notes provided by the teacher
Additional materials	

Work schedule	

Total	Lectures	laboratory	

Hours			
20			

ECTS			
3 cfu			

Teaching strategy	
methods	Classroom lectures, workshops, brainstorming sessions

Expected learning outcomes	
Knowledge and understanding on:	- Knowledge and comprehension of the cultural roots as well as the practical application of communication tools - Knowledge and ability to implement online/digital and offline/traditional tools, in order to reach budgetary and tactical goals
Applying knowledge and understanding on:	- Making judgments: the student will be able to analyze scenarios and propose the related best practices - Ability to learn: the student will learn the notions covered by the study plan thanks also to the in-depth study of company case histories relating to the sphere of digital communication
Soft skills	the laboratory will provide practical skills through the analysis of case histories. Work groups and independent projects are envisaged in order to build editorial plans for social media as well as integrated communication plans, while also considering all traditional and digital communication tools

	· *Communicating knowledge and understanding and Capacities to continue learning* o The student, master of the concepts object of the didactic plan, will be able to correctly expose all the phases of construction of a communication plan

Assessment and feedback	
Methods of assessment	

Evaluation criteria	· Knowledge and understanding
	  o verification of knowledge of the notions and communication tools and their use in a conscious manner
	
	· Autonomy of judgment
	  o verification of the ability to build a marketing plan independently by carefully following the guidelines present in the tracks that will be communicated for the final exam
	  o
	· Communicating knowledge and understanding
	  o presentation skills and ability to build a presentation p point to exhibit the work that will be the subject of the final evaluation
	
	· Capacities to continue learning
	
	  o the concepts transmitted during the frontal lessons will be verified

Criteria for assessment and attribution of the final mark	Oral interview. The candidate will have to demonstrate understanding of the fundamental concepts analyzed during the course and effectively present the workshop to which he contributed.
Additional information	