

General Information	
Academic subject	Marketing Communication
Degree course	Marketing and Business Communication
Curriculum	
ECTS credits	8
Compulsory attendance	No
Language	Italiano

Subject teacher	Name Surname	Mail address	SSD
	Arianna Di Vittorio	arianna.divittorio@uniba.it	SECS-P/08

ECTS credits details			
Basic teaching activities	Frontal lessons	seminars	exercises

Class schedule	
Period	First period
Year	3
Type of class	Lecture- workshops

Time management	
Hours	56
Hours of lectures	40
Tutorials and lab	16

Academic calendar	
Class begins	19 september
Class ends	16 december

Syllabus	
Prerequisites/requirements	Knowledge of the general aspect of business management (prerequisites: Ragionaria Generale)
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>Knowledge and understanding</i> Develop strategies and communication techniques aimed at satisfying the needs of both consumers and businesses. <i>Applying knowledge and understanding</i> Allow the student to understand the importance of "communicating" and communicate with certain purposes (according to the anthropological and psychological perspective). <i>Making informed judgements and choices</i> It is aimed at making informed judgements and choices on the different types of relationship between people and between people and business. <i>Communicating knowledge and understanding</i> It is aimed at understanding - in marketing perspective - of the different business areas of communication and its tools, in order to provide an interdisciplinary vision of business communication concept.</p> <p><i>Capacities to continue learning</i> Achieving adequate knowledge about the corporate communication function with adequate depth dedicated to</p>

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	<u>sensory and experiential communication through the basics about the strategies and marketing policies.</u>
Contents	<ul style="list-style-type: none"> - <u>Interpersonal communication (axioms, assertiveness, public speaking, 1to1 relationships)</u> - <u>Commercial communication (advertising, promotions, PR, direct marketing)</u> - <u>Sensory communication and experiential</u> - <u>New Brand Communication</u> - <u>Effective Relations BtoC and BtoB</u>
Course program	
Bibliography	<u>CORVI E., "La comunicazione aziendale. Obiettivi, tecniche, strumenti", EGEA.</u> <u>CHELI E., "La comunicazione interpersonale", Franco Angeli.</u>
Notes	
Teaching methods	<u>Frontal lessons, Seminars, Exercises</u>
Assessment methods (indicate at least the type written, oral, other)	<u>Oral</u>
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<u>The student must have a good basic understanding of issues related to corporate communication, interpersonal communication with references to public speaking and reporting, as well as adequate properties of language. It must have an applied knowledge of the main techniques and styles of communication, the effective interaction of verbal and non-verbal ways.</u> <u>It must be able to apply the skills acquired to their daily interpersonal communication and communication with the company.</u>
Further information	

Formattato: Italiano (Italia)

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