

General Information	
Academic subject	SOCIOLOGY OF PUBLIC AND CORPORATE COMMUNICATION
Degree course	
Curriculum	
ECTS credits	
Compulsory attendance	
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Fausta Scardigno	Fausta.scardigno@uniba.it	SPS08

ECTS credits details	Disciplinary Sector	SDS	Credits
Basic teaching activities	Sociology of Cultural and Communicative processes	SPS 08	

Class schedule	
Period	Semestre I October 2020
Year	2020-2021
Type of class	Lecture, practice exercises (individual or in group)

Time management	
Hours measured	60 minutes
In-class study hours	60
Out-of-class study hours	

Academic calendar	
Class begins	October 2020
Class ends	January 2021

Syllabus	
Prerequisite requirements	
Expected learning outcomes (according to Dublin Descriptors)	<p><i>Knowledge and understanding</i> Basic knowledge about the peculiarity of the theories of communication in sociological science. Ability to understand the main sociological terms applied to communication in the public and private sector. Good knowledge about the cultural and communicative processes from the point of view of the sociological theory.</p> <p><i>Applying knowledge and understanding</i> Being able to apply the main theoretical tools of sociology to the exploration, observation, analysis and interpretation of cultural and communicative dynamics</p> <p><i>Making informed judgements and choices</i> Good level of critical thinking and reflection acquired through the application of analytical tools of sociology to the cultural and communicative processes</p> <p><i>Communicating knowledge and understanding</i></p>

	<p>Good level of communication skills to develop during classroom simulation, even during frontal lecture and team working exercises</p> <p><i>Capacities to continue learning</i> Good level of self-learning skills, including the use of web to look for information and detailed contents, as well as the cooperative learning during the work group</p>
Contents	<p>The course will start with an introduction on Theories of Communication in Sociology with specific attention to its specific field of study and the main theoretical sociological paradigms. The first part will be dedicated to the communication in public and institutional settings. Specific attention will be accorded to the complexity of the communication, the analysis of the main components playing a role in the communication process and the drivers of success of the communication. The second part will be dedicated to the social and cultural dynamics of enterprise communication. The communication as a strategic function of the enterprise will be examined by starting from its historical roots. The functions of communication will be analysed in relation with the business aims, the resources, the organisation of workers, the company's ideology. The third part is dedicated to the planning and the evaluation of communication. Main themes will be the following: Goal setting in communication campaigns (awareness, activation, advocacy, engagement, reputation), ex-post evaluation of communication projects and plans, systems of indicators for evaluation, social media and RoI (Return of Investments), evaluation of efficacy and of the transferability, added value of brought by the Human and Relational Capital in the communication campaigns.</p>
Course program	
Bibliography	<p>Sara Bentivegna, Giovanni Boccia Artieri (2020) Le teorie delle comunicazioni di massa e la sfida digitale, Laterza. Paolo Mancini (2018) Manuale di comunicazione pubblica, Laterza Nando dalla Chiesa (2012). Profili sociali della comunicazione d'impresa. Franco Angeli Romenti Stefania (2016) Misurare il Capitale comunicativo, Franco Angeli</p>
Notes	Optional further study materials will be proposed by the teacher
Teaching methods	Lecture, practice exercises (individual or in group)
Assessment methods	Oral exam (with optional written intermediate test)
Further information	