

Instructor's name	Di Vittorio Arianna
BA	Marketing and Business Communication
Academic year	2016-17
Term	I half
Credit (CFU)	8 cfu
Subject area	SECS/P-08

Programme of MARKETING COMMUNICATION (a.y. 2016/2017)
(Prof. Di Vittorio Arianna)

University of Studies of Bari Aldo Moro
BA Marketing and Business Communication

Prerequisites

Knowledge of the general aspects of business management (prerequisites: *Ragioneria Generale*)

Objectives of the course

The course aims to provide students, in a first module, the understanding of the importance of "community" and communicate with certain purposes (prevails in this part of the study from the perspective anthropological and psychological). The second module is aimed at understanding - with a view to marketing - the different business areas of communication and its tools, in order to provide an interdisciplinary vision of the concept of corporate communication.

Programme

INTERPERSONAL COMMUNICATION

Purposes and functions of the communication; Messages and codes; Interpersonal communication; Listening and empathy; Influence and persuasion; Self-representation; Relational dimension; Assertiveness.

AREAS OF BUSINESS COMMUNICATION

The role of communication in the enterprise • The areas of corporate communication • Communication and value - The communication process • E-media

Institutional communication

Definition and role • Corporate identity and corporate image • Corporate communication in crisis situations • The environmental and social communication

The communication management

From communication within the managerial communication • Communication in organizational theories • The role of the corporate culture • The internal customer satisfaction

The economic and financial communication

The types and the factors that influence • Recipients • Instruments

Business communication

The link between corporate image and product image • The effectiveness of commercial communication • Response cognitive, affective and behavioral • The brand policy

THE INSTRUMENTS OF BUSINESS COMMUNICATION

Advertising

The definition of objectives • Developing messages • The creative process • Comparative advertising • The media planning and selection • The characteristics of the target and the message of the campaign • Programming and evaluation

Direct marketing

Definition • Personal interaction in direct marketing • Features and benefits of direct marketing • The main means of DM off- line and on -line

Sales promotion

The promotion to the consumer • Specials oriented product, price • The competitions and lotteries • Merchandising

Interpersonal communication and the communicative role of the physical structure

Verbal and non-verbal • The business meeting • Contact personnel and sales staff • The role of the communicative structure

Public relations

Public relations and communication of sales • Trade fairs • Relations with the media •

Publishing products - Sponsorship : the objectives

Recommended text

- CORVI E., *“La comunicazione aziendale. Obiettivi, tecniche, strumenti”*, Egea, 2007.
- CHELI E., *“Teorie tecniche della comunicazione interpersonale”*, Franco Angeli, 2013.

Method of assessing knowledge

- Exemptions: No
- Written test: No
- Oral test: Yes

Assistance in the study

- Course in e-learning from the web site of the Department: No

Organization of teaching

- Internal cycles of lesson: No
- Supplementary courses: No
- Exercises: Yes
- Seminars: Yes
- Laboratory activities: No
- Project work: Yes
- Study visits: No