COURSE DETAIL

MARKETING COMMUNICATION
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 153
UCEAP Course Suffix
UCEAP Official Title MARKETING COMMUNICATION
UCEAP Transcript Title MARKETING COMM
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

The aim of the course is to equip participants with toolkits to develop strategies for managerial problems in the context of marketing communications. The different modules of the program introduce the participants to the theoretical models, methods and techniques with the aim to: 1) develop a communication strategy; 2) effectively and synergistically manage the various tools of the communication mix; and 3) monitor and measure the performance of the initiatives developed. In addition to the traditional marketing communication channels, the course also introduces the emerging online marketing communication channels to deal with changing media consumption habits of consumers. Although the course addresses marketing communication from a managerial perspective, it also offers students critical tools for evaluating the ethical aspects of communication and its undesirable consequences on individuals and society. Finally, the course covers the contribution of communication to corporate social responsibility and cause-related marketing initiatives and to the non-profit world.

Language(s) of Instruction
English

Host Institution Course Number
30223

Host Institution Course Title
MARKETING COMMUNICATION

Host Institution Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30223&anno=2023&or...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree
Host Institution Department Marketing
Course Last Reviewed 2022-2023

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