

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 Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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