

# 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\\_anteprema.php?cod\\_ins=30223&anno=2023&or...](https://didattica.unibocconi.it/ts/tsn_anteprema.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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