

**CORSO DI LAUREA IN COMUNICAZIONE & SOCIETÀ  
CORSO DI LAUREA IN COMUNICAZIONE PUBBLICA E D'IMPRESA  
MA IN PUBLIC AND CORPORATE COMMUNICATION**

**LABORATORY: Digital Strategy: what, how, where, who?**

*Instructor: Dr. P. Sansone*

**Day 1**

- Digital media scenario.
- Digital media in the world: search, social, news, apps etc.
- The user journey: desktop, mobile, tablet, smart TV, voice assistants and other connected devices.
- Digital marketing communication.

**Day 2**

- Digital media people: companies, advertising agencies, media agencies, media houses, digital startups. (and incubators); other specialized companies; review of the disciplines.
- Paid media, owned media, earned media.
- Earned media & "viral" marketing.
- Case studies.

**Day 3**

- Project brief (1 hr)
- Teamwork (2 hrs)
- Presentation (1 hr)

**Timetable**

Monday 28 October  
Monday 11 November  
Monday 18 November

All sessions will be held in Seminar Room 215, 2nd floor, Dept. of Social and Political Sciences, Via Conservatorio 7 (9.00- 13.00)

International students have priority in the admission to this lab

Please send an email (stating name, family name, No.of 'matricola', Degree course, year of enrollment) to [alessia.corti@unimi.it](mailto:alessia.corti@unimi.it)

**Criteria for admission**

The first 30 students who send the mail will be admitted.

Please note that the attendance is mandatory in order to gain 3 credits.