

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

ON LINE 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

- The point of view of a corporation: managing digital communication in a multi-national company.
- How a corporation rebranded itself: from Dentsu Aegis Network to dentsu.
- Corporate digital communication strategy.
- Project brief (1 hr).

Day 4

- Teamwork (1.5 hr).
- Presentation (1.5 hr).

TIMETABLE

Monday 26 October	2020	from 14.30 to 17.30
Thursday 5 November		from 14.30 to 17.30
Thursday 12 November		from 14.30 to 17.30
Thursday 19 November		from 14.30 to 17.30

The lesson will be held through the Teams application. The technical instructions will be sent to the participants by email, before the start of the lab.

CRITERIA FOR ADMISSION

Please send an email (stating first name, surname, student number, degree course, year of enrolment) to alessia.corti@unimi.it

The first 30 students to send an e-mail will be admitted. International students have priority in the admission to this lab.

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