

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

LABORATORY ON LINE: Digital Strategy: what, how, where, who?

Dr. Pietro Sansone

Day 1 - 2

- 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 and non-digital: end of the difference?
- Digital marketing communication.
- 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.
- New social: creators and influencers.
- New social: gaming & e-sports.

Day 3 - 4

- Case studies. Dentsu and its transformation process. Italian agencies and their positioning vs global brands
- Project brief (1 hr)
- Teamwork (2 hrs)
- Presentation (1 hr)

TIMETABLE

Tuesday 26 October 2021 from 16.00 to 19.00
Tuesday 2 November 2021 from 16.00 to 19.00
Tuesday 9 November 2021 from 16.00 to 19.00
Tuesday 16 November 2021 from 16.00 to 19.00

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.

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

CRITERIA FOR ADMISSION

Registrations

- online on the web site <https://forms.gle/mkZj6AqEtHevoa658>
- from Monday 18 October 2021 from 12.00

The first 30 students will be admitted.