

**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?**

*Instructor: Dr. P. 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 influencers, gaming, e-sports.
- CXM, Digital Transformation

**Day 3 - 4**

- Case studies. Dentsu and its transformation process. The launch of DENTSU CREATIVE. The launch of Merkle
- Project brief (1 hr)
- Teamwork (2 hrs)
- Presentation (1 hr)

**TIMETABLE**

Monday	24 October	2022	from 9.00 to 12.00
Monday	7 November	2022	from 9.00 to 12.00
Tuesday	8 November	2022	from 16.30 to 19.30
Monday	14 November	2022	from 9.00 to 12.00

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.

**CRITERIA FOR ADMISSION**

Registrations: online on the web site <https://forms.gle/9o9CHaJ3fgzihebh7>

**from 18 October 2022 - from 12.00**

The first 30 students to send an e-mail will be admitted.

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