

**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, Business Transformation
- Artificial Intelligence and its impacts on Media and Creativity.
- Reputation problems. Do Italian advertising agencies have a problem?

Day 3 - 4

- Case studies. The Italian marketing communication industry to build a new reputation. How to do it?
- Project brief (1 hr)
- Teamwork (2 hrs)
- Presentation (1 hr)

TIMETABLE

Tuesday 31 October 9:30 - 12:30
Wednesday 8 November 16:30 - 19:30
Wednesday 15 November 16:30 - 19:30
Wednesday 22 November 16:30 - 19:30

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

Registrations: online on the web site <https://forms.gle/a7Hx5pY4bn1kBd2d9>

from 20 October 2023 - 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.