

Course	Corporate and Institutional Communication
Modules	5 CFU Lorenzo Pizzuti Verdone / 1 CFU Paola De Rosa
Credits (cfu)	6
hours	36
year running	second year
semester	second
lecturer	Lorenzo Pizzuti Verdone
e-mail	l.pizzutiverdone@unilink.it
consultation time	After class or by appointment previously arranged by e-mail

### LEARNING AND SKILLS OUTCOMES

The course aims to provide students with capabilities to manage Corporate Communication's aspects. At the end of the course, students have to:

1. **KNOWLEDGE AND UNDERSTANDING:** Students will be able to assimilate and analyze phenomena related to corporate and institutional communication. They will delve into topics, concepts, and definitions capable of providing a concrete and professional approach to the subject, with case studies to analyze and scenarios to build.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** Students will be able to apply the principles of corporate communication in designing institutional campaigns.
3. **MAKING JUDGEMENTS:** Critical analysis and in-depth application of communication techniques and principles will be encouraged through the construction of an awareness campaign encompassing all topics covered. Tools will be provided to understand the critical aspects and strengths of a communication plan.
4. **COMMUNICATION SKILLS:** Students will be able to recognize the intangible assets in the production of communicative content by companies and institutions and will develop critical thinking on major contemporary phenomena. The ability to produce and apply communication elements for various purposes will be encouraged.
5. **LEARNING SKILL:** Considering the aim of fostering communication skills, students will be able to learn and correctly apply specialized terminology.

### PRE-REQUISITE QUALIFICATIONS

No propaedeutic courses are required. Students with knowledge of general sociology, communication sociology, digital media, and principles of marketing will find it easier to understand the general themes of the course.

### COURSE DETAILED CONTENTS

The purpose of the course is to provide students with the knowledge to recognize and analyze the main phenomena characterizing contemporary corporate and institutional communication.

- Watzlawick and communication flows
- Mission, Vision, Values
- Intangible assets of communication
- Internal communication
- External communication
- Models of Public Relations
- Corporate audience
- Customer satisfaction
- Organizational culture
- Change management
- Reputation
- Corporate identity and corporate image
- Content creation and management
- Trust
- Engagement
- Awareness
- Public Affairs, Advocacy, and Lobbying
- Principles of marketing
- Analysis of communication campaigns and activities, case studies
- Public Sector Communication: between trust and satisfaction
- Situational Crisis Communication Theory (SCCT): from theory to practice

### TEACHING METHODS

The course will be organized into 3 thematic blocks:

- 1) Corporate and institutional communication: basic concepts and definitions, internal and external communication, change management, strategic and operational applications, case studies.
- 2) Intangible assets in public and corporate communication: customer satisfaction, brand image, organizational culture, reputation, social and intellectual capital, CSR, trust, engagement, awareness.
- 3) Theories, tools and dissemination of communication: content creation, new trends, press office, social media, advocacy. Workshop.

The course is structured in connection with the adopted textbook. The text will be addressed during the lessons.

### TEACHING MATERIALS

Students are required to prepare for the examination by integrating the teaching materials discussed during the in-class lectures with the following compulsory textbook:

**"Corporate Communication and Public Relations Handbook"**  
**Emanuele Invernizzi, Stefania Romenti (2023)**  
**McGraw Hill**

### FINAL EXAM

The exam will be conducted orally. The exam consists of a minimum of three questions.

### ASSESSMENT METHODS

Assessment methods concern:

1. **KNOWLEDGE AND UNDERSTANDING:** The final exam will assess students' acquisition of fundamental notions related to the topics listed in the course program.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** Regarding the application of acquired knowledge and skills, the final exam will evaluate students' ability to connect different themes and interpret key contemporary phenomena regarding corporate and institutional communication.
3. **MAKING JUDGEMENTS:** In terms of autonomy of judgment, the exam will assess the student's ability to independently conduct critical readings of major contemporary trends.
4. **COMMUNICATION SKILLS:** Regarding communication skills, the final exam will assess, in addition to the content of responses, the appropriateness of terminology and the ability to effectively present the studied topics.
5. **LEARNING SKILL:** Learning skills will be evaluated based on the vocabulary, capability to analyze contexts and situations, recognize and explain main strategies of corporate communication.

### MARKING CRITERIA

The final grade will be assigned according to the following criteria:

- 18-21: Sufficient acquisition of skills; sufficient application of knowledge; minimal autonomy in relating the different topics covered; language proficiency not completely relevant.
- 22-24: Good acquisition of skills; good application of knowledge; need for support in relating the different topics covered; adequate language proficiency.
- 25-27: More than good acquisition of skills; good application of knowledge; autonomy in relating the different topics covered; good language proficiency.
- 28-30: Very good/excellent acquisition of skills; very good/excellent application of knowledge; complete autonomy in relating the different topics covered; very good/excellent language proficiency.

### FINAL RECOMMENDATIONS

Course attendance is highly recommended because many aspects of the manual will be explored during the lectures and additional topics will be covered to allow students a broader preparation.