

# CORPORATE AND MARKETING COMMUNICATION

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I semester

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## Learning goals of the course

Communication management is a key element in managing firms in order to pursue both consensus and legitimacy in their context. The course focuses on communication management with particular reference to marketing communication, in terms of theoretical framework, managerial tools and operational techniques, also with continuous use of case studies and project work.

### *1) Knowledge and understanding*

The course aims to transfer skills concerning communication planning, management and evaluation of communication processes.

### *2) Applying knowledge and understanding*

The acquisition of such knowledge and skills has to find concrete application in the development of useful application skills in the preparation of an integrated communication plan (with traditional and digital activities). In carrying out the plan, the theoretical notions proposed in the classroom can be applied and the ability to analyze the competitive communication context, strategic thinking and the development of operational initiatives can be developed. Finally, the students will have to acquire the necessary knowledge for the preparation of communication budget.

### *3) Making judgements*

The course aims to develop a critical ability to judge the stimuli of corporate and marketing communication; students must be able to recognize objectives, targets, creative strategy of the different types of communication.

### *4) Communication skills*

The course aims to develop the students' ability to effectively communicate ideas during the lessons stimulating interactions and being able to present a communication plan in the classroom in front of colleagues, working not only on the proposed contents, but also on the ability to public speaking.

### *5) Learning skills*

Through the use of numerous examples, case histories and testimonies, students will be able to study independently, using personal examples that demonstrate the assimilation of theoretical concepts.

## Prerequisites

No prerequisites are required. However, a good basic knowledge of Marketing is essential for understanding the topics.

## Syllabus

The following syllabus refers to the whole Course of Corporate and Marketing Communication, which is divided into two modules: Corporate and Marketing Communication - Foundations (6 CFU) and Corporate and Marketing Communication - Cases and applications (3 CFU).

The modules are closely related to each other, and the final exam will focus on the whole syllabus.

Corporate and Marketing Communication – Foundations (6 CFU) and Cases and applications (3 CFU)

## Management and communication

Management and communication  
Communication process

## Communication areas in the firm

Corporate Communication

Marketing communication  
Organizational communication (introduction)  
Economic and Financial communication (introduction)

### **Brand management**

Brand and communication  
Brand strategies  
Local and global branding  
Store branding (only for non-attending students)

### **Communication mix – Instruments, media and vehicles for corporate and marketing communication**

Advertising  
Public Relations  
Direct Marketing  
Promotion  
Salesforce (only for non-attending students)  
Packaging  
Store communication  
Fairs (only for non-attending students)  
Digital communication  
New trends in the marketing communication mix

### **Communication planning, organization and control**

Communication organization  
Advertising research  
Communication budget  
Communication plan (only for non-attending students)

### **The communication agencies in the new Integrated Marketing Communication (IMC) scenario**

The evolution of IMC  
The evolution of communication agencies  
A new competitive arena

### **Course's organization**

The Course of Corporate and Marketing Communication involves the adoption of different teaching models: lectures, seminars of managers (belonging to advertisers, associations, communication agencies), case analysis, project work and students' presentations.

The lessons are held in Italian.

Attendance is recommended, but not mandatory.

**IMPORTANT:** For organisational reasons, students interested in attending the course must register by filling in the online form in the course web repository within the first three days of class. Otherwise, they cannot participate in the project work reserved for attending students.

During the course, signatures will be collected at the managers' lectures and the lessons related to project work. Those who attend 70% of the lectures with signatures and carry out the project work proposed during the course are considered to be attending. The list of attending students will be available in the [web repository](#) at the end of the course.

### **Exam**

The Corporate and Marketing Communication exam (9 CFU), which includes both the 6 CFU (Foundations) and the 3 CFU (Cases and Application) modules, aims to ascertain the possession of the theoretical knowledge transmitted during the course and the capacity of critical analysis developed by the students.

In particular, the exam consists of a written test and an oral supplement (optional, only for those who achieve a mark equal or higher than 25/30 in the written test).

#### WRITTEN TEST:

The written test will be structured as follows:

- 16 multiple-choice questions "a, b, c" (1 point for each correct answer, without penalty for incorrect or undated answers), useful for verifying the acquisition of theoretical knowledge;
- 3 open-ended questions with limited space (from 0x to 5 points for each of the answers), aimed at deepening the critical analysis skills acquired by the students.

The duration of the written test is 60 minutes.

In case of passing the written exam with a score of at least 18/30, the student can directly record the vote.

#### ORAL INTEGRATION (OPTIONAL):

For those who pass the written test with a score equal to or higher than 25/30, it is possible to support an oral supplement (optional) to increase (in case of a positive result) or reduce (in case of a negative result) the score obtained in the test writing of a maximum of 2 points.

**PROJECT EVALUATION:** For attending students, the final evaluation will take into account the score obtained following the participation in the project work carried out during the course and presented in the classroom (from 0 to 3 points).

#### **Texts and materials**

The syllabus of the Corporate and Marketing Communication course (6 + 3 CFU) includes the study of the following texts:

- PASTORE A., VERNUCCIO M., "Impresa e comunicazione. Principi e strumenti per il management", 2nd edition, Apogeo, 2008, except for chapters 4, 6, 19, 20 and paragraph 23.3.
- CECCOTTI F., Le agenzie di comunicazione nel nuovo scenario dell'Integrated Marketing Communication, McGraw-Hill, 2018, except for the chapters 3 and 4.
- Lecture handouts published by the Professor in the [web repository](#) during the course.

Attending students and Erasmus students are exempted from the study of chapters 10, 14, 18, 26 and all the case studies presented in the boxes of the manual "Impresa e comunicazione".