



English-taught course

Corporate communication and public relations course programme:

Thursday, February 22nd *ENG Corporate Communication: Overview and Specialization Areas*
h. 3 pm - 4 pm CET Prof.ssa Silvia Ravazzani

Thursday, February 22nd *ENG What is marketing today*
h. 4.15 pm - 5.15 pm CET Prof. Francesco Massara

Italian-taught courses*

Corporate communication course programme:

Monday, February 19th *Unconscious choices and irrational decisions. Emotional and*
h. 3 pm - 4 pm *sensory journey of the consumer.*
Prof.ssa Margherita Zito

Monday, February 19th *What does it mean to be a communication specialist in a*
h. 4.15 pm - 5.15 pm *corporation?*
Prof.ssa Alfonsa Butera

Fashion course programme:

Tuesday, February 20th *Fashion levels*
h. 3 pm - 4 pm Prof. Mauro Ferraresi

Tuesday, February 20th *Not just a commercial: the fashion movie phenomenon*
h. 4.15 pm - 5.15 pm Prof.ssa Giulia Tonacci

Communication and media course programme:

Wednesday, February 21st *The media of the past are no longer there: the phenomenon*
h. 3 pm - 4 pm *of adaptation in the 2000 era*
Prof. Andrea Chiurato

Wednesday, February 21st *Cinema as a collective work between art and industry*
h. 4.15 pm - 5.15 pm Prof. Riccardo Caccia



Linguistic mediation course programme:

Monday, February 26th *The interpreter and the translator: two future-oriented professions*
h. 3 pm - 5 pm Prof. Francesco Laurenti

Arts course programme:

Tuesday, February 27th *What is a work of art?*
h. 3 pm - 4 pm Prof. Renato Boccali

Tuesday, February 27th *Art: from artistic movements to artistic collectives*
h. 4.15 pm - 5.15 pm Prof.ssa Anna Luigia De Simone

Tourism course programme:

Thursday, February 29th *Alpine mountain and climate change between complexity,
trivialisation and denialism*
h. 3 pm - 4 pm Prof.ssa Monica Morazzoni

Thursday, February 29th *Employer branding in tourism: communicating to attract top talents*
h 4.15 pm - 5.15 pm Prof.ssa Martha Friel

Digital communication course programme:

Friday, March 1st *Visual Communication in the Post-Digital Era*
h. 3 pm - 5 pm Prof.ssa Silvia Zangrandi
 Prof. Davide Mezzino

*please note that all these lectures will be held in Italian