

COURSES TAUGHT IN ENGLISH 2020-21

Faculty of Communication, Public relations and Advertising

1st semester

COURSE NAME <small>(click on the course name to check the program)</small>	ECTS	LEVEL/DEGREE	LECTURER	Lessons <small>(check the timetable)</small>
Corporate Communication	9	BACHELOR - CCPR	Ravazzani	Blended
Artificial intelligence	6	BACHELOR - CCPR	Manzotti	Online
Digital storytelling	6	MASTER-CINETV	Carbone	Online
Retail & Branded Places Design	6	MASTER-MCC	Fabbro	Online
Strategic and entrepreneurial communication	9	MASTER-STRA	Romenti/Luoma-aho/Invernizzi	Blended
Strategy and management	9	MASTER-STRA	D'Angella/Bulgheroni	Blended
Product Innovation, Consumption and Marketing	6	BACHELOR-CCPR	Tirelli	Online
Digital communication management - mod. Digital and Cross-Media Strategies	6	MASTER-STRA	Barile/Murtarelli/Duarte Joao Manuel	Blended
Digital communication management - mod. Social Media Relations Management	6	MASTER-STRA	Barile/Murtarelli/Duarte Joao Manuel	Blended
Entrepreneurship and Innovation for New Brands and Start up	6	MASTER-STRA	Bruni/Parisi	Online

Information Systems and Digital Trends	6	BACHELOR - CCPR	Carignani/Gemmo	Blended
Creative Leadership	3	MASTER-STRA	Galli	Online
Sociology of Media	9	BACHELOR - CCPR	Barile	Blended
Digital Storytelling	6	MASTER-CINETV	Carbone	Online
Mind, media and modern culture	6	MASTER-STRA	Manzotti	Online
Corporate anthropology for communication	3	MASTER-STRA	Certelli	Online

2nd semester

COURSE NAME	ECTS	LEVEL/DEGREE	LECTURER
Branded Entertainment	6	BACHELOR - CCPR	Massa
Leadership and creative thinking	6	BACHELOR - CMP	Galli
Social Media Management for Corporate Communication (workshop)	6	BACHELOR - CCPR	Ravazzani
Visual narratives for business	6	MASTER-STRA	Fontana
Digital markets	6	MASTER-STRA	Carignani/Manzotti
Management of Design	6	MASTER-STRA	Catalani
Organizational Behaviour and Neuromanagement	6	MASTER-STRA	Gemmo/Gabrielli
Professional English III	6 (FULL YEAR)	BACHELOR - CCPR	SSML
Management	9	BACHELOR - CCPR	Ricceri
Semiotics	6	BACHELOR – CCPR	Pisanty
Sociology of Consumption and Corporate Culture	6	BACHELOR - CCPR	Polesana
Business strategy	6	BACHELOR-RPC	Mazzola/D'Angella/Marchi

Digital media for Marketing Communication	6	BACHELOR-CCPR	Brognara
Marketing & Sales	6	BACHELOR-RPC	Corsaro/Bulgheroni
Retail marketing innovation	6	BACHELOR-RPC	Stigliano
Brand, Identity & Reputation - mod. Identity & Reputation Management	6	MASTER-STRA	Massara/Colleoni/Etter
Brand identity and reputation - mod: Consumer Behaviour & Integrated Marketing Communication	6	MASTER-STRA	Massara/Colleoni/Murtarelli
Content management & corporate storytelling	6	MASTER-STRA	Sartore
Gender Theory	6	BACHELOR-CCPR	Supakwadee Amatayakul