

## COURSES TAUGHT IN ENGLISH 2019-20

### Faculty of Communication, Public relations and Advertising

COURSE NAME – 1 <sup>ST</sup> Semester & Full year	ECTS	SEM	LEVEL/DEGREE	LECTURER
<a href="#">Advertising</a>	6	1	BACHELOR - CIRP	Usai
<a href="#">Corporate Communication</a>	9	1	BACHELOR - CIRP	Silvia Ravazzani
Creative Leadership	3	1	MASTER-STRA	Galli
<a href="#">Sociology of Media</a>	9	1	BACHELOR - CIRP	Barile
<a href="#">Branded Entertainment</a>	6	1	BACHELOR-RPC	Massa
<a href="#">English for Communication and Public Relations</a>	6	1	BACHELOR-RPC	Logaldo
<a href="#">Gender Theory</a>	6	1	BACHELOR-RPC	Supakwadee
<a href="#">Digital storytelling</a>	6	1	MASTER-CINETV	Carbone
<a href="#">Mind, media and modern culture</a>	6	1	MASTER-CINETV	Manzotti
Corporate anthropology for communication	3	1	MASTER-STRA	Levi Certelli
<a href="#">Digital markets</a>	6	1	MASTER-STRA	Carignani

<a href="#">Management of Design</a>	6	1	MASTER-STRA	Catalani
<a href="#">Organizational Behaviour and neuro management</a>	6	1	MASTER-STRA	Gemmo/Gabrielli
<a href="#">Retail &amp; Branded Places Design</a>	6	1	MASTER-STRA	Fabbro
<a href="#">Strategic and entrepreneurial communication</a>	9	1	MASTER-STRA	Romenti
<a href="#">Strategy and management</a>	9	1	MASTER-STRA	Bruni/D'Angella
<a href="#">Professional English III</a>	6	FULL YEAR	BACHELOR - CIRP	SSML

<b>COURSE NAME – 2<sup>nd</sup> semester</b>	<b>ECTS</b>	<b>SEM</b>	<b>LEVEL/DEGREE</b>	<b>LECTURER</b>
<a href="#">Management</a>	9	2	BACHELOR - CIRP	**TBA
<a href="#">Semiotics</a>	6	2	BACHELOR - CIRP	Bernardelli
<a href="#">Sociology of Consumption and Corporate Culture</a>	6	2	BACHELOR - CIRP	Polesana
<a href="#">Business strategy</a>	6	2	BACHELOR-RPC	Mazzola/D'Angella/Marchi
<a href="#">Consumption Innovation &amp; Trends</a>	6	2	BACHELOR-RPC	Tirelli
<a href="#">Digital media for Marketing Communication</a>	6	2	BACHELOR-RPC	Brogna
<a href="#">Marketing &amp; Sales</a>	6	2	BACHELOR-RPC	Corsaro/Bulgheroni
<a href="#">Retail marketing innovation</a>	6	2	BACHELOR-RPC	Stigliano
<a href="#">Brand identity and reputation - mod. Identity and reputation management</a>	6	2	MASTER-STRA	Massara/Colleoni/Murtarelli
<a href="#">Brand identity and reputation - mod: Consumer behaviour &amp; integrated marketing communication</a>	6	2	MASTER-STRA	Massara/Colleoni/Murtarelli
<a href="#">Content management and corporate storytelling</a>	6	2	MASTER-STRA	Sartore
<a href="#">Digital communication management - mod. Digital and Cross media strategy</a>	6	2	MASTER-STRA	Barile/Invernizzi/Murtarelli
<a href="#">Digital communication management - mod.Social media relations management</a>	2	2	MASTER-STRA	Barile/Invernizzi/Murtarelli
<a href="#">Fashion Communication</a>	6	2	MASTER-STRA	Pomodoro
<a href="#">Information Systems and Digital Trends</a>	6	2	BACHELOR - CIRP	Carignani/Gemmo
Social Media Management for Corporate Communication (workshop)	6	2	BACHELOR - RPC	Silvia Ravazzani
<a href="#">Design thinking for Innovation</a>	6	2	BACHELOR-RPC	Galli
<a href="#">Entrepreneurship and Innovation for Creativity and Start up</a>	6	2	MASTER-STRA	Bruni/Parisi