

COURSES TAUGHT IN ENGLISH 2019-20

Faculty of Communication, Public relations and Advertising

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

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

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