
LUISS Guido Carli
Comunicazione di Marketing e Linguaggi dei nuovi media
MsC Marketing
Track: Market Relationship and Customer Engagement

DOCENTE: Paolo Peverini (ppeverini@luiss.it)

TEACHING ASSISTANT: Rita Lisa Vella (rvella@luiss.it)

OBIETTIVI FORMATIVI:

Gli obiettivi formative del corso sono i seguenti:

- Approfondire le nozioni teoriche di base della comunicazione di marketing e l'analisi dei media digitali.
- Fornire le nozioni teoriche per lo studio della reputazione sul web, con focus su definizione, metriche, analisi.
- Approfondire attraverso un approccio qualitativo le conoscenze su passaparola online (eWOM), online communities e "viralità".

Le lezioni teoriche verranno costantemente integrate da lavori di gruppo e case studies.

La frequenza al corso è obbligatoria e indispensabile per preparare adeguatamente l'esame.

PREREQUISITI: Nessuno

COURSE CONTENT:

Comunicazione di marketing: definizione, metriche, analisi.

Passaparola online (eWOM), online communities e "viralità": un approccio qualitativo con focus su semiotica del marketing e netnografia.

Dalla "stickiness" alla "spreadability".

TESTI DI RIFERIMENTO:

Pelsmacker P. De; Geuens M., Van den Bergh J. (2017) *Marketing Communications: A European Perspective*, Prentice Hall; 6th Edition (chap. 1; 4).

Belk R., Fischer E., Kozinets, R. V. (2013) *Qualitative consumer and marketing research*. London: Sage (chap. 5; 7).

Etter M., Ravasi D., Colleoni E. (2017) "Social media and the formation of organizational reputation". *Academy of Management Review*.

Ruiz Collantes FX, Oliva M. "Narrativity approaches to branding". In: Rossolatos G, editor. *Handbook of brand semiotics*. Kassel: Kassel University Press; 2015, p. 89-150

Arvidsson A., Caliandro, A., (2016) "Brand public". *Journal of consumer research*, 42(5): 727–748

Keller K.L., Bathra R. (2016). *Integrating Marketing Communications: New Findings, New Lessons, and New Ideas*. *Journal of Marketing: AMA/MSI Special Issue Vol. 80*: 122–145

MODALITÀ DI VERIFICA:

Frequentanti:

50% Esame finale 4 domande a risposta aperta su:

1. Etter M., Ravasi D., Colleoni E. (2017) "Social media and the formation of organizational reputation". *Academy of Management Review*.
2. Ruiz Collantes FX, Oliva M. "Narrativity approaches to branding". In: Rossolatos G, editor. *Handbook of brand semiotics*. Kassel: Kassel University Press; 2015, p. 89-150
3. Arvidsson A., Caliandro, A., (2016) "Brand public". *Journal of consumer research*, 42(5): 727–748
4. Keller K.L., Bathra R. (2016). *Integrating Marketing Communications: New Findings, New Lessons, and New Ideas*. *Journal of Marketing: AMA/MSI Special Issue Vol. 80*: 122–145;
5. Belk R., Fischer E., Kozinets, R. V. (2013) *Qualitative consumer and marketing research*. London: Sage (cap. 5; 7)

50% Project Work: Adoption Lab con Save The Children Italia (vedi vademecum per dettagli)

- REPORT 1 (superato/non superato) consegna 6 aprile
- REPORT 2 (valutato in trentesimi) consegna 11 maggio

Non Frequentanti:

100% Esame finale 4 domande a risposta aperta su:

1. Etter M., Ravasi D., Colleoni E. (2017) "Social media and the formation of organizational reputation". *Academy of Management Review*.
2. Ruiz Collantes FX, Oliva M. "Narrativity approaches to branding". In: Rossolatos G, editor. *Handbook of brand semiotics*. Kassel: Kassel University Press; 2015, p. 89-150
3. Arvidsson A., Caliandro, A., (2016) "Brand public". *Journal of consumer research*, 42(5): 727–748
4. Keller K.L., Bathra R. (2016). Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. *Journal of Marketing: AMA/MSI Special Issue Vol. 80*: 122–145;
5. Belk R., Fischer E., Kozinets, R. V. (2013) *Qualitative consumer and marketing research*. London: Sage (cap. 5; 7)
6. Kozinets R, de Valck K., C.Wojnick A & J.S.Wilner S. (2010). Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. *Journal of Marketing*, 71: 71-89;
7. Jenkins, H., "If It Doesn't Spread, It's Dead". From part 1 to part 8 http://henryjenkins.org/blog/2009/02/if_it_doesnt_spread_its_dead_p.html
8. Pelsmacker P. De; Geuens M., Van den Bergh J. (2017) *Marketing Communications: A European Perspective*, Prentice Hall; 6th Edition (chap. 1; 4).

MODALITÀ FREQUENZA

- Per sostenere l'esame da NON FREQUENTANTI inviare una comunicazione a rvella@luiss.it e ppeverini@luiss.it entro il **20 FEBBRAIO**.
- **I RESPONSABILI DELLA DIDATTICA** provvederanno a creare gruppi di massimo 5 o 6 persone
- Entro il **27 Febbraio**, sarà inviata a ogni frequentante una comunicazione sul gruppo di lavoro assegnato.

PROGRAMMA

<i>Data</i>	<i>Ora</i>	<i>Aula</i>	<i>Topic</i>	<i>Materiale</i>
11-feb	10.45-12.15	A401	Presentation of the course And brief presentation of the Adoption Lab Project work	Slide VADEMECUM
15-feb	10.30-12.00	A200	Detailed presentation of the Adoption Lab Project Work	Slide
18-feb	11.00-12.30	A401	LAUNCH OF THE ADOPTION LAB	Dr. Filippo Ungaro, Director of Communications and Campaigning Save The Children Italia
22-feb	10.30-12.00	A200	Marketing communication basics.	Slide Excerpts from Pelsmacker P. De; Geuens M., Van den Bergh J. (2017) Marketing Communications: A European Perspective, Prentice Hall; 6th Edition.

25-feb	10.45-12.15	A401	<i>Marketing communication basics.</i>	Slide Excerpts from Pelsmacker P. De; Geuens M., Van den Bergh J. (2017) Marketing Communications: A European Perspective, Prentice Hall; 6th Edition.
1-mar	10.30-12.00	A200	Exploring strategies for organizational Reputation	Slide Etter M., Ravasi D., Colleoni E. (2017) "Social media and the formation of organizational reputation". Academy of Management Review.
04-mar	10.45-12.15	A401	<i>Exploring strategies for organizational Reputation</i>	Slide Etter M., Ravasi D., Colleoni E. (2017) "Social media and the formation of organizational reputation". Academy of Management Review.
08-mar	10.30-12.00	A200	<i>Social Advertising</i>	Slide - The language of social advertising
11-mar	10.45-12.15	A401	Qualitative consumer and	Slide

			marketing research.	Belk R., Fischer E., Kozinets, R. V. (2013) Qualitative consumer and marketing research. London: Sage (chapter 5).
15-mar	10.30-12.00	A200	Qualitative consumer and marketing research. Approaches to data analysis, interpretation and theory building for scholarly research.	Slide Belk R., Fischer E., Kozinets, R. V. (2013) Qualitative consumer and marketing research. London: Sage (chapter 7).
18-mar	10.45-12.15	A401	<i>Online observation and netnography. Coding exercises.</i>	Slide
22-mar	10.30-12.00	A200	<i>Online observation and netnography. Coding exercises.</i>	Slide
25-mar	10.45-12.15	A401	Marketing semiotics. Basic notions.	Slide Ruiz Collantes FX, Oliva M. "Narrativity approaches to branding". In: Rossolatos G, editor. Handbook of brand semiotics. Kassel: Kassel University Press; 2015, p. 89-150
29-mar	10.30-12.00	A200	Marketing semiotics. Basic notions.	Slide Ruiz Collantes FX, Oliva M. "Narrativity approaches to branding". In: Rossolatos G, editor. Handbook of brand semiotics.

				Kassel: Kassel University Press; 2015, p. 89-150
MID TERM- 1 Aprile – 6 Aprile				
DEADLINE REPORT 1: 6 APRILE				
8-apr	12.30-14.00	A401	Q & A Intermediate stage of the Adoption Lab Project	Dr. Filippo Ungaro, Director of Communications and Campaigning Save The Children Italia
12-apr	10.30-12.00	A200	<i>Brand public and brand communities</i>	Slide Arvidsson A., Caliandro, A., (2016) "Brand public". Journal of consumer research, 42(5): 727–748
15-apr	10.45-12.15	A401	<i>Beneficiary Representation in charitable donation appeals</i>	Slide Lee, S., & Feeley, T. H. (2016). The identifiable victim effect: A meta-analytic review. <i>Social Influence</i> , 11(3), 199-215
Easter Week-April 18- April 23				

29-apr	12.30-14.00	A401	<i>Integrated Marketing Communication</i>	Slide Keller K.L., Bathra R., (2016) "Integrating Marketing Communications: New Findings, New Lessons, and New Ideas". Journal of Marketing: AMA/MSI Special Issue Vol. 80: 122–145
03-mag	10.30-12.00	A200	<i>Integrated Marketing Communication</i>	Slide Keller K.L., Bathra R., (2016) "Integrating Marketing Communications: New Findings, New Lessons, and New Ideas". Journal of Marketing: AMA/MSI Special Issue Vol. 80: 122–145
06-mag	10.45-12.00	A401	<i>Guest Speaker</i>	
10-mag	10.30-12.00	A200	Q&A	
DEADLINE REPORT 2: 11 Maggio				
Esami finali- 13 Maggio – 3 Luglio				

