

1	ADVERTISING
2	COMPULSORY
3	EQF LEVEL 6
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7	RENATO SARLI
8	Principles of communication theory: issuer, receiver, message, feed-back, medium, noise.
9	FACE TO FACE
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11	<p>elements that regulate communication and the evolution of communication in relation to the evolution of the communication media. Notes on the history of advertising and its evolution in Italy, analysis of the different languages.</p> <p>The target group, from the segmentation of the market to the definition of the reference public. Communication and the different target groups.</p> <p>Strategic positioning, value proposition and comparison with the marketing strategy.</p> <p>Building a copy strategy. Essential elements: competitive advantage and consumer benefit, reason why, supporting evidence, tone of voice, consumer response.</p> <p>The structure of the advertising agency, the roles and the interaction. Exercises on the positioning and value proposition</p> <p>From the insight to the creative idea, the key concept</p> <p>Exercises for the development of a communication strategy</p> <p>From the communication strategy to coordination. The concept of extended brand.</p> <p>Deepening on the copy strategy</p> <p>Fix an advertising budget</p> <p>From the analysis of the target and the context to the media choices</p>
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15	ITALIAN