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| 1 | COPYWRITING |
| 2 | COMPULSORY |
| 3 | EQF LEVEL 7 |
| 4 | 2 |
| 5 | 4 |
| 6 | 6 |
| 7 | VALERIA CUMINI |
| 8 | THE COPYWRITING COURSE EXPLORES THE MECHANISMS OF CREATIVE WRITING FOR DIGITAL MEDIA IN ORDER TO TRAIN FIGURES SPECIALIZED IN TAMING THE LANGUAGE TO COMMUNICATE, PERSUADE, SELL. |
| 9 | FACE TO FACE |
| 10 | IN-DEPTH KNOWLEDGE OF THE ITALIAN LANGUAGE, MARKETING KNOWLEDGE |
| 11 | THE PHASES OF THE COURSE: EFFECTIVE COMMUNICATION: LIQUID LANGUAGE IN THE WEB AGE, NETIQUETTE AND WRITING STRATEGIES SITE-SPECIFIC STRUCTURE: THE FUNDAMENTAL ELEMENTS OF DIGITAL TEXTS TEXTS: PRINCIPLES OF PERSUASION, TONE OF VOICE, CALL TO ACTION AND CARE OF TEXTS STYLE: WRITING TO INFORM, EDUCATE, ENTERTAIN, SELL NARRATIVITY: CROSS-MEDIA STORYTELLING AND RELATIONAL WRITING ARCHITECTURE OF A COPY: PLANNING OF DIGITAL CONTENTS STARTING FROM THE BRIEF WEB COMMUNICATION: RADIOGRAPHY OF A WEBSITE, CONTENT-FORM-DISTRIBUTION MODEL SEO COPYWRITING: SEO-ORIENTED WRITING EDITORIAL PLAN: RULES AND EXAMPLES OF AN EFFECTIVE EDITORIAL PLAN FORM AND SUBSTANCE: WRITING AND LAYOUT COPYWRITER AND ART DIRECTOR: SYNERGY AND WORKING PRACTICES UNCONVENTIONAL MARKETING: WRITING FOR NEW MEDIA |
| 12 | - LA PAROLA IMMAGINATA. TEORIA, TECNICA E PRATICA DEL LAVORO DI COPYWRITER, ANNAMARIA TESTA – 2014 – IL SAGGIATORE - SCRIVERE PER IL WEB, DANIELE FORTIS – 2013- MAGGIOLI EDITORE - SEO GOOGLE. SPECIALE SEO PER OGNI ATTIVITÀ, FRANCESCO DE NOBILI – 2017 – HOEPLI - IL MESTIERE DI SCRIVERE. LE PAROLE AL LAVORO, TRA CARTA E WEB, LUISA CARRADA – 2014 – MAGGIOLI EDITORE - GUERRILLA MARKETING. MENTE, PERSUASIONE, MERCATO, JAY C. LEVINSON, PAUL R. J. HANLEY – 2011 –LIT - STORYSELLING: STRATEGIE DEL RACCONTO PER VEDERE SE STESSI, I PRODOTTI, LA PROPRIA AZIENDA, ANDREA FONTANA – 2013 – RIZZOLI ETAS - SCRIVERE PER IL WEB 2.0. COME FARE CONTENT MARKETING CHE FUNZIONA, ALESSANDRO SCURATTI E ALESSANDRO CUOMO – 2015- AREA 51 - SEO E SEM. GUIDA AVANZATA AL WEB MARKETING, MARCO MALTRAVERSI – 2016 – EDIZIONI LSWR - STRATEGIE DI CONTENT MARKETING. GUIDA PRATICA ALLA CREAZIONE DI CONTENUTI PER SOCIAL E BLOG, FRANCESCO DE NOBILI – 2016 – HOEPLI - LA PERSUASIONE NELL'ERA DI INTERNET, MATTEO SANTILONI – 2015 – OSCAR MONDADORI - SOCIAL CRM, MARCO MAGNAGHI – 2014 – HOEPLI - WEB MARKETING PER LE PMI, MIRIAM BERTOLI – 2015 – HOEPLI |
| 13 | - |
| 14 | MODEL AND DEVELOPMENT OF COPY PROJECT (COPY STRATEGY, COPY FOR WEBSITE, HOME PAGE COPY, BLOG SPOT, SOCIAL POST, LANDING PAGE, KEYWORD STUDY). |
| 15 | ITALIAN |