

**CORSO DI LAUREA IN COMUNICAZIONE E SOCIETÀ
CORSO DI LAUREA IN COMUNICAZIONE PUBBLICA E D'IMPRESA
MA IN PUBLIC AND CORPORATE COMMUNICATION**

**LABORATORY ON LINE: Working in Marketing Communication agencies: yesterday,
today, tomorrow**

Instructor: Dr. P. Sansone

Day 1 – 2

- Advertising agencies: history and legacy
- The digital revolution: from the 90s to today
- The end of the difference: omnichannel strategies. And the AI-led future landscape
- The holding companies and their transformation process
- Communication strategy: methodology
- Toolkit: sources of information and insights
- Marketing Comms today: disciplines, skills, jobs

Day 3 - 4

- Case studies
- Project brief (1 hr)
- Teamwork (2 hrs)
- Presentation (1 hr)

TIMETABLE

4 November 10:30 - 13:30 on line,
11 November 10.30 – 13.30 on line
18 November 10.30 – 13.30 on line,
25 November 10.30 – 13.30 Department of Social and Political Sciences, Seminar Room (II Floor, Passione Side)

The lesson will be held through the Teams application. **Just the last of the four sessions will take place in person, to give everyone the opportunity to work in groups and interact more effectively. The session will conclude with the presentation of 4 or 5 project works by as many student groups.** The technical instructions will be sent to the participants by email, before the start of the lab.

CRITERIA FOR ADMISSION

Registrations: online on the web site <https://forms.gle/p97iKEjVgzT8bLsw9>

from 13 October 2025 - from 12.00

The first 30 students to send google form will be admitted.

Please note that the attendance is mandatory in order to gain 3 credits.