



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## Business communication

PROF. ROSSELLA CHIARA GAMBETTI; PROF. STEFANIA VITULLI

### Course aims and intended learning outcomes

The first part of the course introduces corporate communication, country culture and cultural models. The second part of the first module, focused on green values as competitive advantage for corporate image and reputation, introduces definition of environmental sustainability and circular economy models, best practices and case histories of green marketing, environmental communication, effective approach to green stakeholders. The second module will focus on communication-based intangible assets.

### Course content

FIRST MODULE: *Prof. Stefania Vitulli*

1. Corporate communication: evolution and revamping, from uberization to executive branding to the new CCO role.
3. Country culture and Hofstede's indexes; globalization and glocalization.
4. Take a stand: how ethical purpose can change the corporate dialogue with stakeholders.
4. Green marketing: theories and best practices.
5. An effective approach to green stakeholders. Green consumers: mainstream or niche?

SECOND MODULE: *Prof. Rossella Chiara Gambetti*

This module will cover the following topics:

1. Communication and competitive advantage.
2. Communication-based intangible assets: corporate image, corporate identity and corporate reputation.
3. A focus on public relations: concept, aims, areas, tools, stakeholders
4. Media relations and crisis communication to enhance and protect corporate reputation.

### Reading list

References for attending students

A list of references focused on corporate communication, country culture, environmental communication and all the sustainable peculiar topics will be indicated during the course. Slides, readings, reports and essays will be indicated by Professor Vitulli during the course and will be available online on Blackboard.

Professor Gambetti will provide a list of references and other bibliographic materials at the beginning of the second module. Materials will be uploaded on the webpage of prof. Gambetti, in the section "Materiale didattico".

References:

R. GAMBETTI-S. QUIGLEY (eds), *Managing corporate communication: a cross-cultural approach*, Palgrave MacMillan, London, 2012 (Chapters 1, 2, 6, 9, 10, 14, 20).

S. VITULLI, *When green is green* (titolo provvisorio), Vita e Pensiero, Milano, 2017 (in corso di pubblicazione) o, in sostituzione se il titolo non fosse ancora stato tradotto: J. GRANT, *The green marketing manifesto*, John Wiley&Sons, NJ, 2007.

E.T. BRIOSCHI (a cura di), *International Communication. A spatial projection of total business communication*, Vita e Pensiero, Milano, 2015. (Introduzione. Capitoli I.3; II.1, II.2).

J.A. OTTMAN, *The New Rules of Green Marketing*, Berrett-Koehler Pub. Inc, San Francisco, 2011.



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## Teaching method

This course is expected to be highly interactive. Students are expected to proactively contribute to class discussion and to the building of concepts step by step, with role playing in case study analysis, essays presentations and group discussions.

Some business communication experts working either in the company or in the communication agency field will be invited as guest speakers to provide their points of view on the current corporate communication and sustainability challenges.

## Assessment method and criteria

The exam for attending students will consist of four parts:

- Midterm Exam: 30% (Professor Vitulli).
- Group assignment (essays/reports presentation): 20% (Professor Vitulli).
- Group assignment: 20% of the final grade (Professor Gambetti).
- Final exam (presentation on a company's brief): 30% of the final grade (Professor Vitulli).

The exam will evaluate students as regards their: 1) critical understanding of conceptual contents provided during the course; 2) pragmatic awareness in applying conceptual principles and strategic and tactical contents learned in the course to current business-related issues; 3) creative ability to develop effective and consistent ideas/strategies to support problem solving.

The exam for non-attending students will consist of a written test based on three open-ended questions. Two questions relevant to Professor Vitulli's module (80% of the final grade) and one question related to Professor Gambetti's module (20% of the final grade).

## Notes and prerequisites

No preliminary knowledge is required to attend the course.