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CM/MK310 - “Green is the new black”: Asset and Appeal of the Value “Environment” in Global Business Communication

Prof. STEFANIA VITULLI

COURSE DESCRIPTION

Green economy is one of the pillars of a global corporate vision, but we may easily say that the attention to preserve, protect and communicate environment and its fruits as a value is one of the “gene” of Italy. The course provides a theoretical part about evolution and state of the art of corporate communication and country culture and introduces green marketing and environmental communication with definitions, perspectives and best practices of sustainability and greenwashing, comparing global and glocal strategies by essays readings, case histories analysis, meetings with guest speakers and management tools creation in group projects. Ecofeminism, sustainable food, green fashion trends, post-Covid green strategies will be some of the special focuses.

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 by means of individual and group assignments.

Abilities in conceiving communication strategies; implementing market, brand and consumer analysis; team building; presenting in an effective and impactful way marketing and communication contents to professor and peers will be, in addition to the theoretical topics, part of the final result/goal of the course.

COURSE CONTENTS

Lesson 1/2/3: Corporate communication: an introduction – A Gateless Gate – Identity, Image, Reputation, Stakeholders – Uberization&Revamping

Lesson 4/5: Country culture: an essential perspective for the value “Green”

Lesson 6: A green marketing storyline

Lesson 7/8: Circular economy versus Business As Usual: how and why - Brief for the 1st group assignment

Lesson 9/10: Corporate reputation and sustainability (guest speaker expected) - Presentation of the 1st group assignment

MIDTERM EXAM: Theoretical Midterm Exam

Lesson 12/13/14: First focus on sustainability as competitive advantage: a correct approach to green stakeholders

Lesson 15/16:– Second focus on sustainability as competitive advantage: post-Covid green consumers (Facts&Figures)

Lesson 17/18: A focus on Italian sustainable food culture - (e.g.: Eataly or NaturaSi) - Brief for the 2nd group assignment

Lesson 20/21: Green marketing and greenwashing: drivers&sins. global case histories and “Made in Italy” ones: fashion focus. Presentation of the 2nd group assignment

Lesson 22: FINAL EXAM A green communication strategy – OPEN BOOKS

PREREQUISITES



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None

METHOD OF TEACHING

Interactive lessons with role playing in case study analysis, essays writing and presentation, and group discussions. Presentation of case studies by guest speakers.

A list of references focused on environmental communication and green marketing will be indicated during the course.

CREDITS

6 ECTS

GRADING

Team assignments	30 % course grade
Team presentations/classes	20% course grade
Midterm and final exams	50 % course grade (25% + 25%)

COURSE READINGS AND MATERIALS

The lecturer's slides, readings and essays for exams and assignments will be available on Blackboard.

Team Assignments

In order to foster cooperative learning and an in-depth study of a particular topic of interest, students will be responsible for participating in 2 group presentations. Each group will consist of 2/5 students; the final products could be slides, videos, creative tools or communication strategies. Groups will present to the class or to guest speakers and their works will receive a total final grade given from speakers and from the instructor.

Team Presentations

Teams will have to present part of the theoretical contents in special "classes" to be held by teams as "professors". So to explore the items more in depth and acquire an ability to enrich and apply a critical perspective to read/studied essays/reports and even to be better prepared for the theoretical midterm.

Mid-Term Exam

The Midterm Test will consist of open-ended questions to test basic knowledge and comprehension of course material and theoretical topics; to test critical perspective; to apply theoretical topics to concrete examples.

Final Exam



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The final exam will consist in conceiving a green communication strategy for a real case study, to test basic knowledge and comprehension of the whole course, theoretical and case histories topics. It will be open books.

Important:

No reset exams will be allowed unless an unambiguous medical report is presented. Students who will miss the examinations for non-medical reasons will not have the opportunity to rewrite. Medical exemptions will require documentation. Alternative forms of examination can be considered only in exceptional cases, and upon the instructor's directions.

BIO OF INSTRUCTOR

Stefania Micaela Vitulli is a creative consultant and journalist. She is contract professor of Business Communication at Università Cattolica del Sacro Cuore, Milan, where she teaches also Green Communication and Publishing Communication. She is research fellow at LabCom, UCSC, and professor and Senior Tutor at the Master in Corporate Communication, UCSC. She is the author of articles and academic papers on green communication and sustainability.

E-MAIL ADDRESS

stefania.vitulli@unicatt.it