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## Brand Communication in the Art and Tourism Sectors

PROF. ANGELA A. BECCANULLI

<b>Area of study:</b>	Media and Communications
<b>Area Code:</b>	CM/MK330
<b>Method of instruction:</b>	In-person

### Description

The course consists of two parts. In the first section, students explore the pillars of brand management. In the second part, they examine the main offline and online strategies employed in the tourism and art sectors (i.e., unconventional use of social media, influencer relations), combining theoretical concepts with practical examples.

### Course objectives can be synthesized as follows:

The objective is to explore the main theoretical concepts of brand communication and how they are applied in the tourism and art fields, enabling students to understand what makes a strong brand. Additionally, the course aims to empower students to develop a competitive communication strategy for stakeholders in the destinations, hospitality, and art worlds.

### COURSE CONTENTS

- Lesson 1: Syllabus and Introduction to the Communication Scenario
- Lesson 2: The Communication Process and Consumers' Agency
- Lesson 3: The brand definition and the intangible assets of a brand
- Lesson 4: The intangible assets of a brand pt. 2. Launch of the brief for the final project
- Lesson 5: The intangible assets of a brand pt. 2. Expected Company Visit
- Lesson 6: Brand Positioning (part 1)
- Lesson 7: Brand Positioning (part 2)
- Lesson 8: Training on Brand Positioning
- Lesson 9: The concept of destination image
- Lesson 10: Training on destination image
- Lesson 11: Mid term Exam: Multiple Choice questions and an exercise
  
- Lesson 12: Definition of the tourist Gaze concept
- Lesson 13: Definition of the Public Relations department duties
- Lesson 14: The press release
- Lesson 15: The website construction - Loureiro Model
- Lesson 16: Social Media Strategy
- Lesson 17: Company visit



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Lesson 18: Company visit exercise  
Lesson 19: Definition of influencer Marketing strategies.  
Lesson 20: Guest Speaker  
Lesson 21: Final Project Presentation  
Lesson 22: Final Written Exam: Theoretical Open Questions

## PREREQUISITES

None

## METHOD OF TEACHING

Interactive lessons with role-playing in the case study analysis, essay writing, presentation, and group discussions. Presentation of case studies by guest speaker. A list of references focused on destination, hospitality, and art communication will be indicated during the course.

## COURSE REQUIREMENTS

The course requirements for this class include attending all lectures and company visits, participating actively in class discussions, and completing assigned exercises. In addition, students are expected to thoroughly study the course materials in order to successfully complete the mid-term exam, final presentation, and final exam. Active participation in classroom discussions and the completion of assignments are crucial to developing a comprehensive understanding of the course materials. Attendance at company visits is also a key component of the course, providing students with practical insights into the branding strategies of the tourism and art industries.

## CREDITS

6 ECTS

## GRADING

**Team project: 20% of final grade**  
**Midterm: 20% of final grade**  
**Final written exam: 50% of final grade**  
**Presence: 10% of final grade**

### Team Project

In order to foster cooperative learning and an in-depth study of a particular topic of interest, students will be responsible for participating in a group presentation. Each group will consist of 3-2 students; the final products could be slides, videos, creative tools or strategies. Groups will present to the class or to guest speakers and their works will receive immediately qualitative feedback and then a total final grade given from speakers and from the instructor.



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#### Mid-Term Test

The Midterm Test will consist of multiple-choice questions and a practical exercise to test basic knowledge of theoretical topics and comprehension of how to apply them. The test will take about 60 minutes.

#### Final Exam

The final exam will consist of two open-ended questions to test basic knowledge and comprehension of the whole course: theoretical and case histories topics.

The open-ended questions test will last 90 minutes.

Important: No resit 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. Those students who will report medical issues will be scheduled with a final oral exam with the instructor.

### COURSE READINGS AND MATERIALS

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

### INSTRUCTOR BIO

Angela Antonia Beccanulli obtained her degrees in Business Economics and Management for Business from the Catholic University of Milan before beginning her PhD in Management and Innovation. After various national and international experiences in communication agencies, she is now a Post-doc Research Fellow and Adjunct Professor at the Catholic University, teaching brand communication, particularly applied to the tourism, artificial intelligence, and art sectors. Additionally, she collaborates with the University's Corporate Communication Research Laboratory (LABCOM) and with the International Postgraduate Master in Corporate Communication as Academic Tutor.

### E-MAIL ADDRESS

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