

**61. ADVERTISING, COMMUNICATION, AND EVENT CREATION<sup>i</sup>**

Level I

Department of Humanities and Philosophy (DILEF)

Course coordinator

Benedetta Baldi

**STUDY PLAN**

Subject	Academic Discipline	CREDITS
<b>Institutional communication and new media</b>		<b>9</b>
Module 1 - Public Communication	M-FIL/01	3
Module 2 - Language of traditional and digital media	L-FIL-LET/12	3
Module 3 - Ethics of information and communication	M-FIL/03	3
<b>Conception and design of events and advertising campaigns</b>		<b>9</b>
Module 1 - Event planning, organization and management	L-LIN/02	3
Module 2 - Design and implementation of advertising campaigns	L-LIN/02	3
Module 3 - Communication strategies and advertising techniques	L-LIN/02	3
<b>Organization, management and promotion of cultural entities</b>		<b>9</b>
Module 1 - Marketing of cultural entities	SECS-P/08	3
Module 2 - Promotion of cultural entities	L-LIN/02	3
Module 3 - Tools and languages of corporate communication	L-LIN/02	3
<b>Corporate workshop</b>		<b>9</b>
Module 1 - Professional writing workshop	L-LIN/01	3
Module 2 - Web editing workshop	L-LIN/01	3
Module 3 - Aesthetics of web space	M-FIL/04	3
<b>Project work</b>		<b>6</b>
Project work I	L-LIN/02	3
Project work II	M-FIL/03	3
<b>Total credits for face-to-face classes</b>		<b>42</b>
Internship		15
Final examination		3
<b>Total credits</b>		<b>60</b>

<sup>i</sup> This document is a translation of the form A.2 relating to the study plan of the course attached to the Decree of the Deputy number 652 (record 154925) of 13th of July 2023, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for legal purposes and has the sole purpose of supplying information in English on the content of the public notice