



Empower Your Vision

INTERNET & SOCIAL MEDIA FOR CORPORATE AND MARKETING COMMUNICATION

INTERNATIONAL PROGRAM

SEPTEMBER - OCTOBER 2010



“ Empower your vision means to confront and acquire different and qualified perspectives to develop a complete managerial vision. Empower your vision is our exhortation, but also our commitment. ”

Alberto Grando | Dean, SDA Bocconi School of Management



INTERNET & SOCIAL MEDIA FOR CORPORATE AND MARKETING COMMUNICATION

Value drivers

“Should we have a fan page on Facebook?”, “Should we use Twitter for promotions and customer service?”, “What can we do if somebody writes something bad about us in his blog?”, “Should we abandon advertising for social formats of communication?”, “How can we use a social mobile app for branding?”, “Do we need to have guidelines for employee use of social media?”, “Should we, and how can we, measure the impact of social media communication on firm performance, brand equity and reputation?”

... Here are some of the questions communication and marketing managers deal with these days. In our course we will try to address the new interactive and participatory practices in social and mobile service platforms, in a more systematic framework of study of the changes that digital communication and networks are bringing to markets, firms, and businesses.

In this course, starting on 9th September 2010 to 8th October 2010, we will address the major issues concerning how digital networks (pc-based and mobile) and social media are changing marketing and corporate communication, and therefore brand relationships and reputation management. We will do it through 12 evening distance learning sessions, plus 1 whole day in traditional classroom (optional, it can be substituted by access to the online presentations). Cases and field experiences will also be presented and discussed.

PARTICIPANTS

Managers in the area of marketing and corporate communication, and other professionals who need to address the challenge of the new digital communication and social media

PROGRAM CONTENTS

- Facebook, Twitter, Youtube, and the world of user-generated content.
- Web 2.0, video and mobile apps: what next? Major trends in digital technology and communication.
- Enterprise 2.0: redefining the firm, its boundaries and its practices.
- New logics and techniques for market research and consumer behaviour analysis in the world of social media.
- Co-creation and collaborative product development within communities of customers.
- Managing the digital experience and relationships online.
- Display, search, social and mobile: trends and principles in digital advertising.
- Creating the buzz: unconventional and guerrilla marketing online.
- Experiential and collaborative branding: the role of entertainment and community.
- Mobile app branding.
- Reputation management in social media.
- Give up control or beyond control? Monitoring, alerting, metrics, distributed intelligence and conversation leadership as the bases of management in social media.

SERVICES

After the course there will be the possibility to participate to a class-based group online, for sharing material, continuing the discussions, and keeping updated on the major issues

FACULTY

The program is based on the work of teachers with various specializations, but all very experts in the area of digital communication, digital marketing and new media. All have extensive international experience.

ITALIAN EDITION

Internet & Social Media per la comunicazione corporate e di marketing

March, 2011



**Marketing Community
The SDA Bocconi School of
Management Experience
Network.**

Enrollment fees include yearly membership in the SDA Marketing Community.
<http://amacom.sdabocconi.it/>

INFORMATION

Location

Milan, Via Bocconi, 8
SDA Bocconi School of Management

Dates and timetable

September 9 - October 8
12 two-hour-sessions in distance learning
1 day in face-to-face

Program Fee

€ 2.800 plus VAT (if required).
The Program fee covers tuition, case and materials.

Program Director

Andreina Mandelli
andreina.mandelli@sdabocconi.it

Inquires

For further information about the program, please call or email the Program director or our Program consultants at
+39 02 5836.6825
info.saporiti@sdabocconi.it

Enrollment Procedure

To aid the learning process, only a programmed number of students can enrol for the seminar.

Priority will be given on the basis of the arrival date of the attached form, which must be filled in, signed and sent to:

SDA Bocconi
Executive Education Open Programs
Division
Via Bocconi 8 - 20136 Milan
tel. +39 02 5836.6835
fax +39 02 5836.6833
email: corso.testa@sdabocconi.it

The SDA Bocconi will send written confirmation of acceptance by fax

Methods of payment

The fee must be paid upon enrolment in one of the following ways:

- A non-transferable cheque or banker's draft made out to Università Commerciale L. Bocconi;
- A credit transfer as explained in the enrolment form;
- By credit card.

Hotel Accommodation

The external agency Seneca offers a free hotel booking service and special conditions to our clients. Accommodation is guaranteed if you book at least 15 days before the course starts.

If you book less than 15 days before, the agency will do its best to find a suitable and convenient solution.

To book call +39 0871 803810-803614

SDA BOCCONI SCHOOL OF MANAGEMENT



SDA Bocconi School of Management is part of Università Bocconi, the first Italian University to grant a degree in economics. For over a century, Bocconi has played a leading role in Italy's social and economic modernization. SDA Bocconi has been engaged in the promotion and organization of executive training since 1971, with an International approach.

The School's vision of empowering life through knowledge and imagination lies behind its program offerings: Executive and Custom Programs, MBA and Master Programs, for the development of individuals, companies, institutions and economic systems.

ACCREDITATIONS



European Quality Improvement System



Association of MBAs



Quality Management System Certification ISO 9001:2000
Financed Projects Service Centre

ASSOCIATIONS



European Foundation for Management Development



Association to Advance Collegiate Schools of Business



European Academy of Business in Society



European Corporate Governance Institute



Partnership in International Management



Community of European Management Schools and International Companies



The Italian Association for Management Education Development

RANKINGS

Financial Times
Forbes
Wall Street Journal
Business Week
America Economia
Espansione

