



MASTER IN BRAND COMMUNICATION IX Edition

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Cooperation between AssoComunicazione, Politecnico di Milano and POLI.design has given rise to the Master in Brand Communication - Brand design, construction and management, with the objective of training new human resources for use in communication companies, on the basis of design skill, a high cultural entry level, and the indisputably topical nature of communication-linked questions.

The traditional profile of communication professionals is changing in order to respond to the significant changes occurring in companies, markets and brand-oriented consumerism. In order to provide an answer to this requirement, AssoComunicazione and Politecnico di Milano have launched the Master in Brand Communication in order to enhance the figure of communication consultant, creating common ground between the areas of communications and the most innovative sectors of Politecnico di Milano. The master intends to examine the contemporary scenario of change using appropriate tools, in order to provide a response to the need for coordinating strategic thought regarding brands, at the core of which lies the concept of brand equity.

STRUCTURE OF THE MASTERS

The Master in Brand Communication is structured as follows:

- Frontal lessons, propaedeutic and specialist, run by a highly-qualified faculty combining resources from Politecnico di Milano, from communication companies and manufacturing companies. This phase will give participants knowledge of the various professional figures involved in communication, and an understanding of the logic, techniques, languages and dynamics required for activating the processes of coordination and management of communication activities that are the subject of the Master in Brand Communication;
- Seminars with privileged testimonials from the world of communication, enabling participants to come into direct contact with the leading personalities in communication companies;
- Project work (work-groups), in classrooms, with the activation of small groups for the development of communication projects involving meta-design analyses and a brief compilation. This part of the course will bring participants into the most design-oriented part of the master, with true communication campaign simulations and the identification of the marketing mix required to achieve the communication goals. The objective of the communication projects is the identification of strategic thought regarding the brand concept. Students' groups, working under the guidance of experts, will be competing for the creation of the best communication project.
- Work-experience stage at companies associate members of AssoComunicazione and manufacturing companies. This part of the master will last approximately three months, and it will enable participants to apply the skills acquired during the course, under the guidance of experts who have been working in agencies with varying professional roles for some time and who will offer their practical advice.

SYLLABUS STRUCTURE

The course of education provided by the Master is divided into five macro-areas:

1. General training (frontal lessons, seminars, practical work)

- Information culture and society
- Marketing and communications
- Advertising and agency processes
- New media

2. Specialist training (frontal lessons and project work)

- Account management and strategic planner
- Brand marketing strategy
- Art-copy
- Media

Other activities: web advertising, graphic design, production Project work(workshops and evaluation):Project work consists of the simulation of a communications project. Supplied with a

given merchandising sector and a product with general characteristics, teamwork will be performed to develop a brief, market analyses, advertising and communication project. It thus represents the simulation of a campaign for the launch of a product by means of the synergic operation of various areas of professional activity: marketing, account direction, media planning, art direction and copywriting.

At the end of the lecture-room educational activities, the projects will be discussed and evaluated together a board of examiners who will evaluate the results in sight of the stage's insertions.

4. Work-experience stage

The work-experience stage is organised with companies who are associate members of AssoComunicazione and manufacturing companies.

It lasts about three months, and it enables participants to apply the skills that they have acquired during the course, under the guidance of experts who have been working in agencies, in various roles, for a number of years, and who will provide valuable practical suggestions.

5. Empowerment

During the course, a module dedicated to empowerment will also be run, providing training in the theory and dynamic mechanisms involved in organisational and individual change, teamwork, the dynamics of interrelations, and entering the world of employment.

JOB DESCRIPTION AND TRAINING PROFILE

The professional profile offered by the master is that of professional in communication, capable of coordinating and supervising communications processes.

Participants will examine the various fields of communications design and strategic brand communication, by the study of the following roles: Account, Strategic Planner, Brand Manager and Media Manager.

AssoComunicazione

AssoComunicazione, an association of communication companies, was founded in 1949, and it is based in Milan. AssoComunicazione's associate members include the most important communication companies in Italy. Its mission consists of the study and solution of problems faced by the member companies, their promotion and enhancement, and, in more general terms, the development and improvement of communication in all its forms. AssoComunicazione has formed the company AssAP Servizi, which supplies its associate members with services such as: legal/fiscal/labour relations consultancy, media reviews, parliamentary information, client-agency contracts, presentations of member companies and their clients, AssAP Servizi/Nielsen campaign data banks, market reports, consumer reports, professional training, monthly analysis and survey of advertising investments, monitoring of the economic and Italian marketing scenario. By means of the Study Centre that forms a part of AssAP Servizi, research in the field of communications is performed.

MORE INFORMATION

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Pictures about students' projects

