



PROGRAM

CURRICULUM: INNOVATIVE TECHNOLOGIES FOR DIGITAL COMMUNICATION (L-20)
A.Y. 2023/2024

Course	Writing for digital media
Credits (cfu)	9
hours	56
year running	3
semester	1
e-mail	m.lepore@unilink.it
consultation time	After class or by appointment previously arranged by e-mail

LEARNING GOALS

This course is designed to immerse students in the art and science of digital media writing, focusing on creating impactful storytelling across various digital platforms. It aims to equip students with the skills to craft compelling narratives for corporate, brand, and institutional communication, and to develop effective marketing and communication strategies. Through analyzing brand activities, keyword usage, and tone of voice, students will learn to critically navigate the digital and social media landscape, employing optimal strategies for targeted audience engagement. The course emphasizes teamwork, presentation skills, and real-world application through developing communication campaigns for actual clients.

LEARNING AND SKILLS OUTCOMES

The course aims to provide students with a comprehensive understanding and application of digital media writing. At the end of the course, students have to:

1. **KNOWLEDGE AND UNDERSTANDING:** Gain insights into the creation of storytelling strategies and narrative techniques across different digital media contexts.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** Analyze and implement marketing and communication activities of brands, focusing on keywords and tone of voice.
3. **MAKING JUDGEMENTS:** Develop critical thinking skills to navigate the digital and social media environment, recognizing the capabilities and limitations of various communication tools.
4. **COMMUNICATION SKILLS:** Enhance ability to work in teams and present ideas effectively to peers, instructors, and real-world clients.
5. **LEARNING SKILL:** Foster lifelong learning attitudes through continuous engagement with emerging digital media trends and practices.

PRE-REQUISITE QUALIFICATIONS

It is recommended but not mandatory to have completed the Social Media Marketing course

COURSE DETAILED CONTENTS

Social media and Brand Purpose
Brand voice and Tone of Voice
Microcopy
Content design
Influencer marketing
Podcast
Newsletter
Long form
How to write for different audiences
Websites and web magazines



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TEACHING METHODS

In-class lectures, project work, team work

TEACHING MATERIALS

Students are required to prepare for the examination by integrating the teaching materials discussed during the in-class lectures with the following compulsory textbook:

1. Content - Kate Eichhorn - MIT Press Essential Knowledge series
2. Story or Die: How to Use Brain Science to Engage, Persuade, and Change Minds in Business and in Life - Lisa Cron - Random House USA Inc
3. Writing and Editing for Digital Media - Brian Carroll - Routledge (read)

Access to various digital and social media platforms for practical exercises
Participation in team projects and presentations

FINAL EXAM

The examination will consist of a written exam related to the textbooks aimed at assessing the knowledge gained by the students. It includes 5 short questions and two writing exercises.

ASSESSMENT METHODS

Assessment methods concern:

1. **KNOWLEDGE AND UNDERSTANDING:** This aspect is evaluated through students' ability to recall and comprehend the theories, concepts, and strategies behind digital media storytelling and communication. It includes understanding the significance of storytelling in various digital contexts and grasping the foundational theories of digital marketing and communication.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** Assessed by students' proficiency in applying theoretical knowledge to practical scenarios, including the creation of digital content and strategies for real-world brands. This involves analyzing brand activities, utilizing appropriate keywords and tone of voice, and developing comprehensive communication strategies tailored to specific audiences.
3. **MAKING JUDGEMENTS:** Focuses on students' capacity to critically assess the digital media landscape, including the strengths and weaknesses of different digital platforms and tools. This criterion evaluates the ability to make informed decisions based on strategic objectives, target audience analysis, and the effectiveness of different types of digital content.
4. **COMMUNICATION SKILLS:** Evaluated through teamwork and the presentation of ideas and campaigns to classmates and real-world clients. This includes the clarity, creativity, and persuasiveness of presentations, as well as the ability to collaborate effectively within a team setting and respond constructively to feedback.
5. **LEARNING SKILL:** Measured by students' ongoing engagement with the course material, willingness to explore new ideas and technologies, and ability to adapt to feedback and changing digital trends. This includes demonstrating initiative in learning and applying new skills, and reflecting on personal growth and learning throughout the course.

MARKING CRITERIA

The final grade, which is given out of thirty, will be determined based on the criteria below:



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18-21: Sufficient skill development; adequate knowledge application; limited ability to connect the discussed subjects; linguistic proficiency somewhat lacking.

22-24: Good level of skill mastery; satisfactory application of knowledge; assistance required in linking the covered topics; language proficiency is acceptable.

25-27: Better than good skill acquisition; commendable knowledge application; independent in making connections among the topics discussed; commendable linguistic proficiency.

28-30: Exceptional skill mastery; outstanding application of knowledge; full independence in interrelating the topics discussed; excellent command of language.

FINAL RECOMMENDATIONS

The course places significant emphasis on the experience of teamwork and on the execution and in-class discussion of exercises that enhance the students' abilities in several key areas. These include analytical skills, writing proficiency, and the capacity to receive feedback as well as to critically assess the work of peers. The interactive nature of these activities not only fosters a deeper understanding of the subject matter but also cultivates a rich environment for skill development and peer learning. Given the substantial benefits derived from active participation and the collaborative learning model this course employs, I strongly recommend regular attendance. This approach ensures that students not only grasp the theoretical aspects of the curriculum but also gain practical insights and skills that are crucial for their academic and professional growth.