



### ORGANIZATION AND MARKETING UTILITIES

Enrollment year	2017/2018
Academic year	2017/2018
Regulations	DM270
Academic discipline	SPS/09 (SOCIOLOGY OF ECONOMICS AND LABOUR)
Department	DEPARTMENT OF POLITICAL AND SOCIAL SCIENCES
Course	PROFESSIONAL COMMUNICATION AND MULTIMEDIA
Curriculum	PERCORSO COMUNE
Year of study	1°
Period	(26/02/2018 - 30/05/2018)
ECTS	6
Lesson hours	36 lesson hours
Language	Italian
Activity type	ORAL TEST
Teacher	VAIRA MASSIMILIANO (titolare) - 4 ECTS CERAVOLO FLAVIO ANTONIO - 2 ECTS
Prerequisites	No specific prerequisite is required except an adequate knowledge in Sociology achieved in the triennial study course.
Learning outcomes	<p>The course will be organized in two different modules.</p> <p>The didactic module "Organization" aims at providing students with advanced theoretical and methodological knowledge as well as analytical skills, drawn from Sociology of Organizations studies, in order to understand organization-environment relations and effects they produce both on organization and environment. In this perspective some of the main theories focusing on organizational relations with the environment will be presented and they will be integrated by some practical and empirical examples. In the same way the Marketing module will discuss principal concepts of Communication Theory and will provide the tools for interpretation and analysis of complex structure of communication.</p>

The aim is to provide students with general conceptual, theoretical, and analytical tools both in Organization and Marketing in order to frame how communication and storytelling (to which the module is tightly linked) are functions and activities oriented to manage the relations between an organization and its environment.

From the learning results side, at the end of the module students should have familiarized with theories, concepts and methods for the analysis of organization-environment relations by which they can produce a complex and articulated analysis able to frame in a larger perspective knowledge and skills achieved in the Communication and Storytelling modules.

#### Course contents

Consistently with course's goals, teaching program will present a series of theoretical perspectives focusing on one hand on organization-environment relations and on the other hand on the essential elements of a Marketing project. The course is structured in five parts: the first one will deal, in general terms, with relationships between organizations and environment highlighting the main structural features; the second part will deal with those theories which are in different way and extent at the basis of the subsequent analysis considering specifically this topic (Theory of organizational contingencies. Thompson's model, Selznick's analysis of TVA); the third part will be dedicated to the most recent theories focusing in a specific way on relational dynamics between organizations and environment (Transaction costs and interorganizational network theories; Crozier and Friedberg's organizational releé approach; Resource dependency theory; neoinstitutional theory); the fourth will be devoted to discuss principal concepts of Marketing in an evolutionary perspective, and finally, the fifth part will focus on the realization of practical exercises of comparative analysis of different Marketing projects.

#### Teaching methods

Lessons will be delivered through the traditional in-front didactic by which teacher present and expose theories and concepts with the goal to allow a good level of learning by students. Yet, students are encouraged to actively participate to lesson by some occasions of reflection and discussion on specific topics and aspects, drawn from real cases suitable to be analyzed through exposed theories and concepts. The module of Marketing will be organized mainly in seminar and students will be required to present individual exercises and group assignments.

#### Reccomended or required readings

Didactic material, both for attending and not attending students is the lecture note "I RAPPORTI ORGANIZZAZIONE AMBIENTE" written by the teacher and can be bought at the photocopy shop of CLU bookstore. For the Marketing module a collection paper will be available in the same bookstore

#### Assessment methods

The exam, both for attending and not attending students, is written with open questions on topics dealt in the module and in the lecture notes. The exam aims at assessing both learning level of studied contents, the specialized vocabulary and skills in presenting them appropriately, and skills to link the theoretical aspects to contents learnt in the modules of Communication and Storytelling, in order to verify and assess practical

skills of complex and articulated analysis of phenomena dealt throughout the course as a whole. For the Marketing module the exam is an written assignment towards the analysis of a specific Marketing project, the text should be mailed to the teacher before the date of the exam. For non attending students the exam will be a written text with theoretical questions.

**Further information**

The achieved mark on this course, together with mark achieved in the storytelling course, will be used to define the final grade which is calculated as weighted average of the three partial marks achieved.

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