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del Sacro Cuore

CM/MK310 - "Green is the new black": Asset and Appeal of the Value "Environment" in Global Business Communication

Prof. STEFANIA VITULLI

COURSE DESCRIPTION

Nowadays, green economy is one of the pillars of a global corporate vision, but we may easily say that the

attention to preserve, protect and communicate environment and its fruits as a value is one of the "gene" of Italy. The course provides a theoretical part about evolution and state of the art of corporate communication and country culture and introduces green marketing and environmental communication with definitions, perspectives and best practices of sustainability and greenwashing, comparing global and glocal strategies by essays readings, case histories analysis, meetings with guest speakers and management tools creation in group projects. Sustainable food will be a special focus in the last part of the course.

This course is expected to be highly interactive. Students are expected to proactively contribute to class discussion and to the building of concepts step by step by means of individual and group assignments.

COURSE CONTENTS

Lesson 1/2/3: Corporate communication: an introduction – A Gateless Gate – Identity, Image, Reputation, Stakeholders – Uberization&Revamping

Lesson 4/5: Country culture: an essential perspective for the value "Green"

Lesson 6: A green marketing storyline

Lesson 7/8: Circular economy versus Business As Usual: how and why – COMPANY VISIT EXPECTED - Brief for the 1st group assignment

Lesson 9/10: Corporate reputation and sustainability (e.g.: the Unicredit Case, guest speaker expected) - Presentation of the 1st group assignment

MIDTERM EXAM: Theoretical Midterm Exam (1.30 hour)

Lesson 12/13/14: First focus on sustainability as competitive advantage: a correct approach to green stakeholders

Lesson 15/16:– Second focus on sustainability as competitive advantage: green consumers (Facts&Figures) - The Green Marketing Grid – Plenitude: a vision of the near future

Lesson 17/18: A focus on Italian sustainable food culture - COMPANY VISIT EXPECTED (e.g.: Eataly or NaturaSi) - Brief for the 2nd group assignment

Lesson 20/21: Green marketing and greenwashing: drivers&ins. global case histories and "Made in Italy" ones. Presentation of the 2nd group assignment

Lesson 22: FINAL EXAM A green communication strategy – OPEN BOOKS (1.30 hour)



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PREREQUISITES

None

METHOD OF TEACHING

Interactive lessons with role playing in case study analysis, essays writing and presentation, and group discussions. Presentation of case studies by guest speakers
A list of references focused on environmental communication and green marketing will be indicated during the course.

CREDITS

6 ECTS

GRADING

Class participation	20 % of final grade
Group assignments	30 % of final grade
Midterm and final written exams	50 % of final grade (25% + 25%)

COURSE READINGS AND MATERIALS

The lecturer's slides, readings and essays for exams and assignments will be available on Blackboard.

Group Assignments

In order to foster cooperative learning and an in-depth study of a particular topic of interest, students will be responsible for participating in 2 group presentations. Each group will consist of 2/5 students; the final products could be slides, videos, creative tools or strategies. Groups will present to the class or to guest speakers and their works will receive a total final grade given from speakers and from the instructor.

Mid-Term Test Group Assignments

The Midterm Test will consist of two open questions to test basic knowledge and comprehension of course material and theoretical topics. The test will take about 90 minutes.

Final Exam



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The final exam will consist of a presentation/strategy to test basic knowledge and comprehension of the whole course: theoretical and case histories topics. It will require to create the guidelines of a sustainable strategy of communication. It will be open books and it will take about 90 minutes.

Important:

No reset exams will be allowed unless an unambiguous medical report is presented. Students who will miss the examinations for non-medical reasons will not have the opportunity to rewrite. Medical exemptions will require documentation. Alternative forms of examination can be considered only in exceptional cases, and upon the instructor's directions.

BIO OF INSTRUCTOR

Stefania Micaela Vitulli is a creative consultant and journalist. She is contract professor of Business Communication at Università Cattolica del Sacro Cuore, Milan, where she teaches also Green Communication and Publishing Communication. She is research fellow at LabCom, UCSC, and professor and Senior Tutor at the Master in Corporate Communication, UCSC. She is the author of articles and academic papers on green communication and sustainability.

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