Syllabus
Course description

Course title	Institutional Communication & Public Project Management
Course code	27419
Scientific sector	SPS/04
Semester	1st semester
Academic Year	2023/2024
Credits	3
Day and time of lectures	see calendar online. The calendar, though, is in tentative form, with lectures beginning before 17:00, but it could/will be changed to adapt to the needs of the class
Place or/and online	Bolzano/Bozen
Total lecturing hours	18
Level	The course is designed at the Master level, but it is also open to Unibz students of the Bachelors
Attendance	Recommended, but not required
Prerequisites	None
Course page	

Specific educational objectives	This 18-hour course is designed to offer students/participants clues on how to prepare and deliver a Ted Talk, write a project, pitch a project idea, and engage in activities involving PRs and public speaking. It is a course in the course, it is carved from a mandatory class offered in the Master in 'Public Policies and Administration'. The course is in English, instructor holds a C2 Cambridge Certificate, and participants may improve their language/speaking abilities.
	The clues offered in the course are both theoretical and practical: the course will address issues such as audience design, social media, trolls & fake news, and the use of AI, integrating the speculative dimension with insights from the professions. To this effect, there will be four guest lectures: professionals from news & media agencies, production companies, PRs agencies, and the Public Administration will contribute, each from their own perspective, their first-person (professional) experiences and knowledge. Speaking in public and drafting (and managing) a project are becoming more and more important aspects of people's professional lives, and the course is aimed at training and instructing students, citizens, professionals, and people involved in civil society associations who want to improve and renew their skills and abilities, learn how to design and engage an audience, see how institutions function, and know how to draft a successful project.
	An introductory class will show how the language of institutions and politics has evolved in the 21st century and

	will make students aware of the significance and impact of communication (verbal and visual) and storytelling in a changing world.

Lecturer	Roberto Farneti Office SER E2.02 roberto.farneti@unibz.it Tel. 0471/013128 https://www.unibz.it/it/faculties/economics-management/academic-staff/person/17315-roberto-farneti
Scientific sector of the lecturer	SPS/04 Political Science
Teaching language	English
List of topics covered	• Why rhetoric matters? • The power of stories and storytelling. • How do I organize a Ted Talk? • How to draft a project (from the project idea, to dissemination, to the building of Work Packages). We will examine different types of projects (FSE, BZ Province, Creative Europe, etc.)
Teaching format	Lectures, guest-lectures, group discussions, students' presentations on case studies, in-class labs. The instructor uses learning games and tools like, for example, Kahoot, Slides with Friends, and Quizziz.
Learning outcomes	Knowledge and understanding: - knowledge of techniques of public speaking and best practices; theoretical knowledge of the foundations of political communication; how to draft a successful project - understanding how institutions and political actors think, frame an argument, advertise a message, influence public opinion Applying knowledge and understanding: - participants will develop skills that may be applied in personal and professional development and, more in detail, in the burgeoning fields of audience design, campaign journalism, political advertising, political consulting, etc. - how to draft and manage a project
Assessment	Written and project work. The exam consists of 22 MC questions (1 point each), and up to 10 points are granted to group project work.
Assessment language	English – an acceptable level of English (loosely corresponding to the A2/B1 level) is required to do the exam.
Evaluation criteria and criteria for awarding marks	Specific instructions on the composition of the grade and the grading strategy will be uploaded in the Teams' course folder on week 3.

Required readings	Richard M. Perloff. *The Dynamics of Political Communication: Media and Politics in a Digital Age* (Routledge 2017).
	Kate Kenski and Kathleen Hall Jamieson. *The Oxford Handbook of Political Communication* (Oxford UP 2019)