BRANDING & DIGITAL REPUTATION

LM AI for Marketing & Communication

LUMSA
UNIVERSITÀ

Stella Romagnoli



Media Management
Advertising
Advertising and Brand Research
Events & Sponsorship
Digital Communication
Trade Marketing
Brand Strategy
Corporate Communication
Internal Communication

Patrizia Freggi











What will you learn in this course?

What will you learn in this course?

What is a brand and how to build one from scratch







What will you learn in this course?

How to manage a brand portfolio and how to measure brand success



What will you learn in this course?

How to build a digital reputation using AI tools and digital media






How will we do that?

10 four-hour face-to-face lessons
&
1 project work

The course

The Course: 10 lessons, 40 hours

Live:

- **Monday** **11.00 – 13.00 and 14.00 – 16.00**

First part: theory. Second part: practice on the project work

Google Meet:

Link: https://meet.google.com/dzs-qreu-zir

Please use your **@LUMSAstud email address**

And we will play a lot



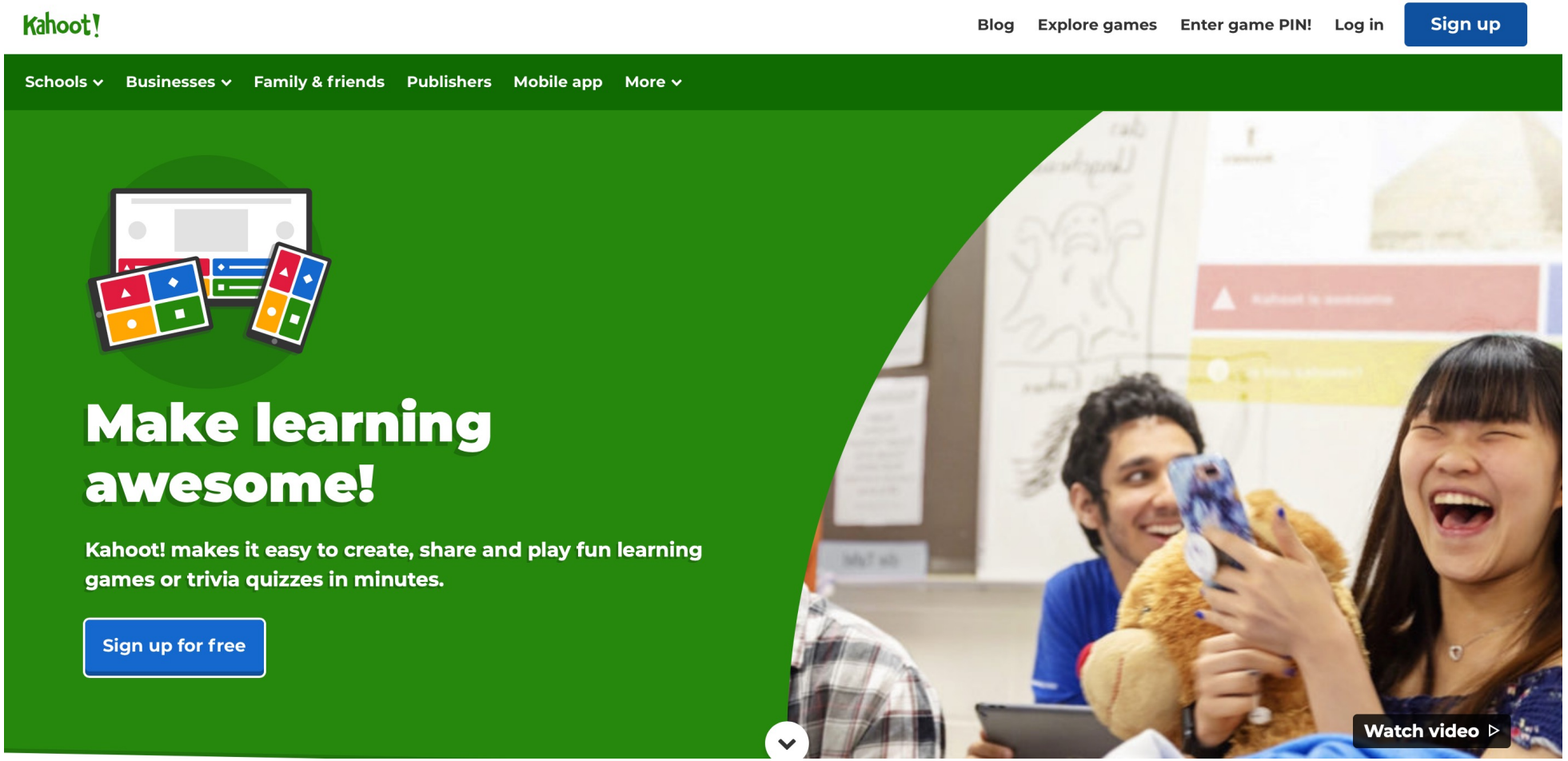


Mentimeter

At the end of each lesson there will be a game on the same topics we just discussed

Kahoot.it

Please download the **Kahoot app and choose a nickname.**



Let’s try it now



Keep the SAME nickname

Because the **Kahoot points** are **useful for the final grade**...

The top half of the class ranking will receive **an extra point** to add to the written test result

But there will be **other opportunities to earn points** during the course…

So attend and PAY attention to the lessons



Course contents

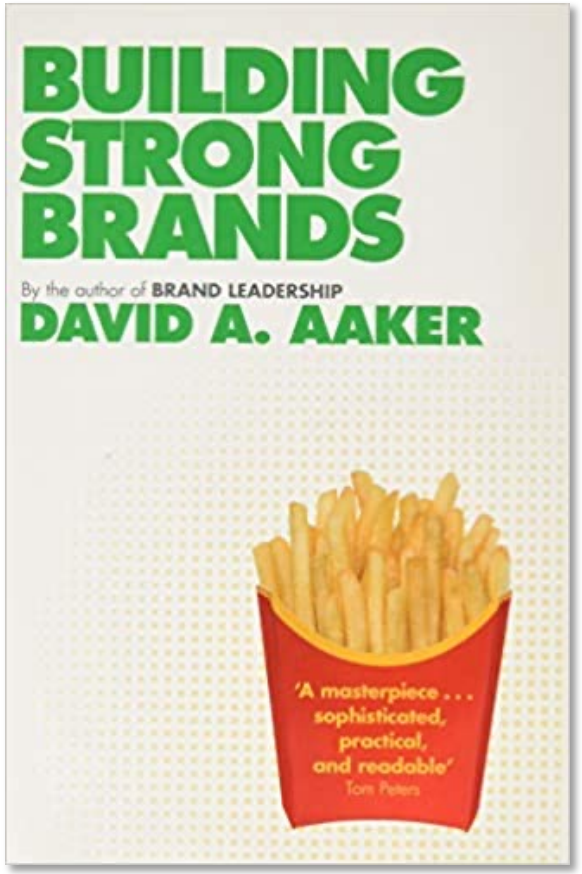
Course contents. Section 1: Brand and Brand Strategy

- Brand history and definitions
- Branding process
- Brand Identification System
- Brand value & brand audit
- Brand management
- Brand choreography and digital customer journey

Course contents. Section 2: Digital reputation

- POE Media classification
- Digital Touchpoints and Owned Media: website, newsletter, owned content.
- Search Reputation, SEO and AI Search Visibility
- Organic use of Social Media, editorial calendars and conversation management.
- Paid digital media: Google Ads, Meta for Business and ChatGPT Ads
- Influencer Media for Reputation: paid media for awareness, digital PR, creators and influencer credibility.
- Online Reputation Monitoring: social listening, sentiment and reviews
- AI Recommendation Systems and the Future of Brand Reputation

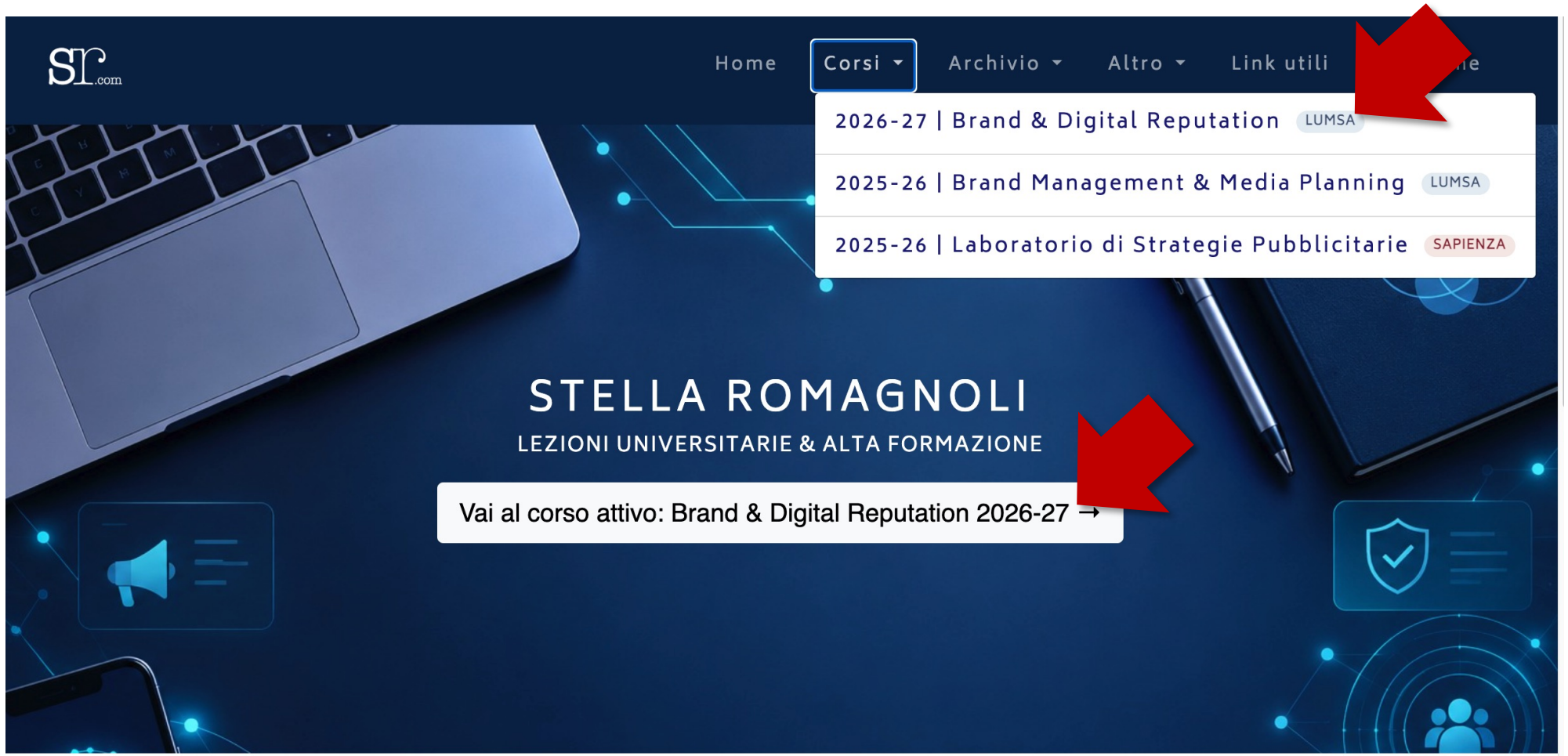
There are NO books to study, but if you want some references:





You will find all the slides and videos on my course website

https://www.stellaromagnolilezioni.com

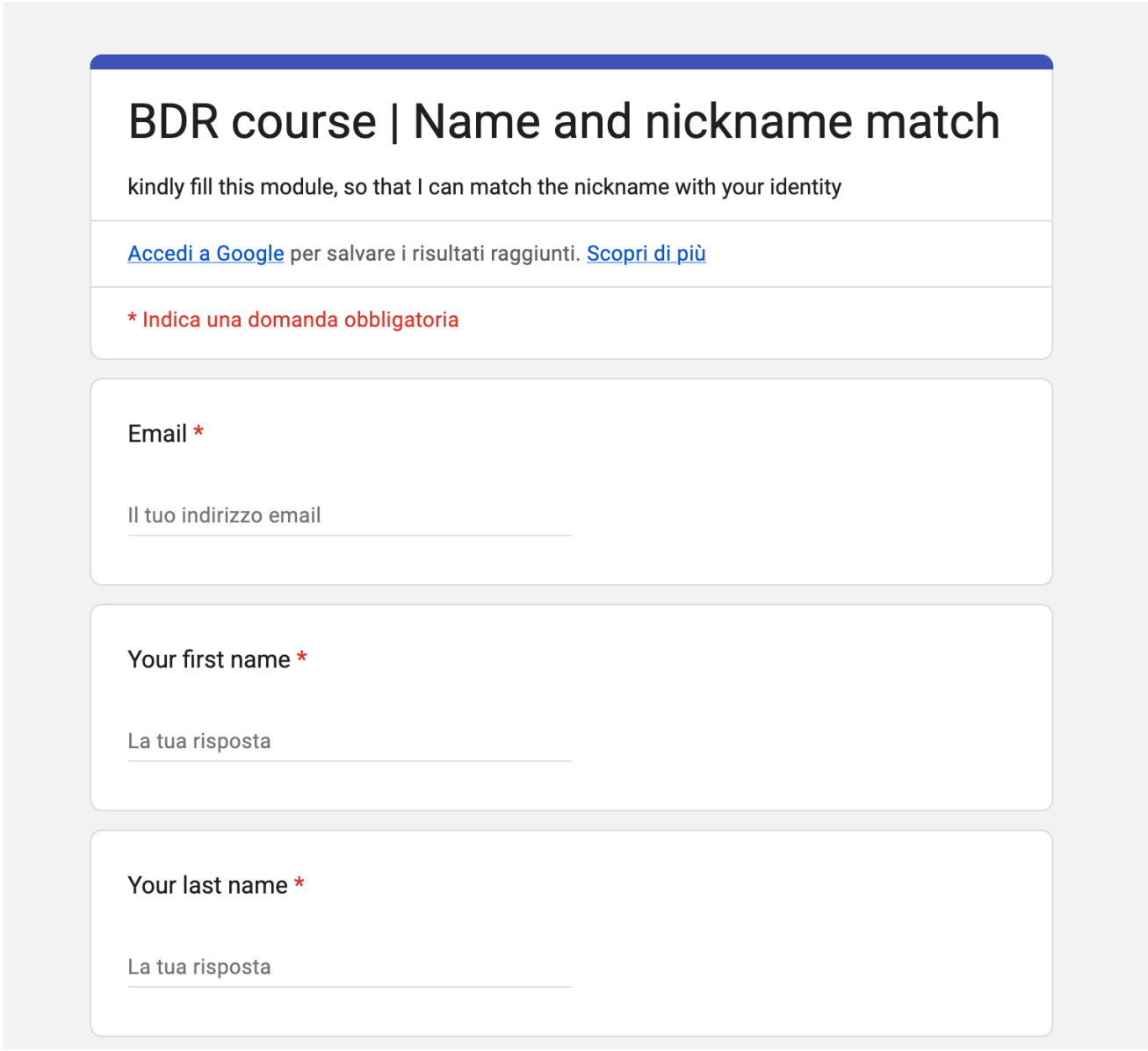


Lezioni di Stella Romagnoli

https://www.stellaromagnolilezioni.com/BDR_2026_27.php



And please **fill in** the **Google form** that you'll find on the website, so that I can **match your names and nicknames for the Kahoot games**



Assessment & Project Work

Assessments & project work

To **better understand** the course contents, there will be:

- **Kahoot competitions** (individual games)
- **1 project work (in teams)** regarding a real case**.** The **3 best teams** will get extra points to add to the written test grade

Teamwork

You will form **teams** of 6–8 members each.

Send me an email: s.romagnoli2@lumsa.it with the names and emails of your teammates

If you don't have a team I will help you.

The final grade

How the final grade is calculated

The **final grade** is the average of:

- **Written test mark** (30-minute test, about 16-18 questions, max 31 points). The test will take place on the LUMSA e-learning platform or on paper on the **exam day** (there will also be an early exam session (esonero) on **the last day of the course**)
- **Project work mark** (max 31 points) for **attending students** only

For **non-attending students**:

- Average of the **written test mark** and the **oral exam mark**.

Full grade: 30/30 cum laude

The calculation of the final grade

<table>
<tr><th>TEAMWORK ASSIGNMENT</th><th colspan="2">WRITTEN TEST</th><th>KAHOOT POINTS</th></tr>
<tr><td rowspan="2">GRADE (X/30)</td><td colspan="2">30' test with open (0-3 pt.) and closed (0-1 pt.) questions</td><td>+ Kahoot points</td></tr>
<tr><td colspan="3">GRADE (X/30)</td></tr>
<tr><td>average mark</td><td colspan="3">test grade+ Kahoot points</td></tr>
<tr><td colspan="4">(TEAMWORK MARK + WRITTEN TEST MARK)/2 = FINAL GRADE</td></tr>
</table>

An example

TEAMWORK ASSIGNMENT	WRITTEN TEST	KAHOOT POINTS
29	26	2
	26 + 2	
29,0	28	
28,5		
Final grade: 29/30		

The written test is mandatory for everyone