Arianna Maria Caterina Brioschi

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EDUCATIONAL BACKGROUND

2002:   Ph.D. in Business Administration and Management
               Università Commerciale "L. Bocconi", Milano
               Thesis "*Selling Dreams? The Role of Advertisement in Shaping Luxury Brands' Meaning*"

1989-1994:   Graduate Degree in Business Administration
               Graduation thesis: "*Corporate Philanthropy and Cause-Related Marketing: The Italian Experience*"
               Final Grade: *Summa cum Laude*
               Università Commerciale "L. Bocconi", Milano

1984 - 1989:   High School Degree: 60 out of 60
               Liceo Scientifico "Leonardo da Vinci", Milan

ACADEMIC EXPERIENCE

L.Bocconi University and Sda Bocconi Business School

2020/21 (and previous yrs)

- Marketing (undergraduate) (Italian language)
- Marketing Communication (undergraduate) (Italian language)
- Semiotics applied to marketing (graduate course) (Italian language)

2020/21 (and previous yrs)

MiMeC (Master in Marketing & Communication)
"Advertising Management" course (Italian language)

2021   Summer School Bocconi "Communication and Advertising Lab" (English language course for High schoolers)

2015 to 2020   International Marketing (graduate course) (English language)

2018 to 2020   Summer School Bocconi "Luxury Management" (English language course bachelor level)

2017-2016   Summer Campus Abroad "Marketing Communications" University of Georgetown Washington D.C. & Winter Campus Abroad "Marketing Communications" University of Technology Sydney

2017   Teaching Excellence Program seminar "Improving camera skills. From camera shy to camera fly" plus individual one to one coaching sessions

2002 to 2015   MAFED (Master in Fashion, Experience e Design Management) Professor and coordinator of "Fashion Communication" course (English language)

1993 - 1994 :   Assistant researcher for Isesao Bocconi - Research Center on East-Asian Economies

MFI Milano Fashion Institute [1]

Since 2015   "Brand & Communication strategies" course (English language)
                  "Event Management" course (English language)

2013-2014   "Marketing and Communication Planning " course (English language)

PUBLICATIONS

Brioschi A., Zannin A. (forthcoming) "*Semiotica per il Marketing: una matrimonio inconsueto*" (Semiotics and Marketing: an unconventional marriage" (in italian language)

Brioschi A. (2017) "*La Comunicazione di Marketing*" in Valdani E. (ed.) "Marketing Management" 2nd edition, Egea

Brioschi A., Fornari V. (2017) "*Product Management*" in Valdani E. (ed.) "Marketing Management" 2nd edition, Egea

Brioschi A. (2015) "*Is luxury selling Dreams? The Role of Advertisement in Shaping Luxury Brands' Meaning*", in J.E. Schroeder, M. Salzer-Mörling (eds.) "Brand Culture", Routledge

Brioschi A., Uslenghi A. (2015) "*White Space. Idee non convenzionali sulla comunicazione*", Egea

Brioschi A., Fornari V. (2011) "*Prodotto*" in Valdani E. (ed.) "Marketing Management", Egea

Brioschi A., Uslenghi A. (2011) "*Comunicazione*" in Valdani E. (ed.) "Marketing Management", Egea

Brioschi A.; Uslenghi A. (2009) "*White Space: le nuove opportunità della comunicazione non convenzionale*", Egea

Brioschi A.; Uslenghi A. (2009) "*Marketing non convenzionale*", in "Marketing e Fiducia" (a cura di S.Castaldo), Il Mulino

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COMPANY PROJECTS AND PROFESSIONAL EXPERIENCE

Field project development with the following companies: Ponti; Delicius; Fater Italia; Henkel; Thun; Lavazza; P&G; Mezzacorona Wines; San Carlo-Unichips; Nestlè; McCain; Lindt; Campari; Bonduelle; Kraft-Jacobs Suchard; Barilla; Rosenthal; North Sails; Danone; McArthur Glen; Unipol Sai; Armani; Principe di Savoia; .and many others

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LINGUISTIC AND SOFTWARE SKILLS

Italian: Mother tongue
English: Fluent
French: Scholastic

ACTIVITIES AND PERSONAL INTERESTS

Theatre: Producer and Director of the Bocconi University Theatre Company from 1993 to 2018

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[1] Inter-university consortium for the higher education in the fashion industry founded in 2007 by three Milan universities: Bocconi University, Catholic University and Polytechnic of Milan.