Classical Morita theory studies the categories of modules over rings, and extensions of Morita theory study module spectra over ring spectra, derived categories of rings, and more. A goal is to determine what an equivalence of associated categories can imply about the ground objects, and in many cases this information is quite rich. We’ll introduce a bicategorical perspective which organizes our approach to Morita theory, and recognizes the Morita theorems as a Yoneda lemma.