



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Web Marketing

1920-2-E2004P038

Learning area

1. Study of the means by which communication takes place

Learning objectives

Theoretical notions of web marketing, and knowledge of techniques and practical strategies in inbound marketing and content marketing.

Applying knowledge and understanding

Ability to apply the theoretical notions by implementing a web marketing plan for a company and products using practical tools and online platforms.

Contents

The course aims to present tools, knowledge and skills for web marketing, offering a complete perspective on professional roles and online marketing management techniques.

Case studies, examples, guest coming from different professional realities and training activities will develop an overview of web marketing activities and its integration into the company.

Detailed program

- The role of web marketing
- Lead generation
- Funnel Marketing
- The target
- Inbound marketing
- Content marketing
- Different channel for lead generation
- Tools
- Professional skills for webmarketing
- Any in-depth topics indicated by the students

Prerequisites

None

Teaching methods

Practical activities

Work group

Project work

Assessment methods

Written test with multiple choice (28) and open questions (2).

Multiple choice questions aim to verify the acquisition of theoretical knowledge; open questions are intended to verify the student's ability to draw up an effective web marketing plan.

There will be in itinere examinations reserved _____

Textbooks and Reading Materials

Luca Vanin, (in stampa), Manuale di Web Marketing.

Due testi a scelta tra i seguenti:

M. Diotto (Flaccovio editore), Web marketing manager & digital strategist

L. Vanin (Flaccovio editore), Public speaking online

L. Vanin (Hoepli), Webinar Professionali)

A. Beltrami (Franco Angeli), Come promuovere la tua attività sul web senza pubblicità. 54 soluzioni di Content marketing pronte all'uso che funzionano anche senza budget

M. De Veglia (Roi Edizioni), Zero concorrenti. Come usare il brand positioning per differenziarti e farti cercare dai clienti

D. Priestley, (Giunti Editore), Tutto esaurito. Come avere la coda di clienti fuori dalla porta
