



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Digital Marketing

2021-2-F6302N045

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#### Aims

##### *Knowledge and understanding*

- Introduction to marketing e fundamntal concepts
- Data Science, Mining and Marketing
- Digital marketing process: market, data, players and respective roles.
- CRM: Customer Relationship Management and its applications on different market environments.
- Digital Communication Channels and Unique Customer View
- Customer Journey and Contact Strategy
- Social Media Analysis, Data Discovery and Campaign Management
- Media Mix and Marketing Mix
- Performance measurement and simulation models/tools

##### *Applying knowledge and understanding*

- Design, implementation and maintenance of digital marketing campaigns
- Data Management and how this fits in the campaign process
- Identification of a target group
- DEM or social pages Mockup
- Market knowledge and orientation on current service offering

#### Contents

This course has the aim to show in detail the understanding of digital marketing by focusing on its pillars and future paths, data have a strong impact on this processes. The students will design, plan and build an end-to-end

marketing campaign using the most used tools in the market. At the end of the course the attendants will have the basics to develop on their own a digital marketing campaign.

## **Detailed program**

Focus on digital marketing in the environment of multichannel marketing, evolution of the marketing services. Data Exploration, mining and discovery. Players, business models, services offered. Sales Marketing and web marketing. Communication and marketing models: what's new. In the digital era the target group: which processes are useful to achieve efficiency. Decision Support Systems. Marketing Mix and traditional marketing. Econometrics and DSS. Customer Experience Leadership. Customer Experience Strategy. Customer Journey. From CRM to Event Based Marketing. Event based Marketing: Tools. IT Architectures and business flows.

## **Prerequisites**

Social Platforms knowledge and experience. Information technology: basics. Microsoft Office Suite: basics.

## **Teaching form**

Lectures, discussions, video presentations, optional exercises. Invitation to digital marketing professionals to share their working experience

## **Textbook and teaching resource**

Textbook: Digital Marketing, authors: Nico Di Domenica, Attilio Redivo, Edoardo Rozzoni, Gianluigi Crippa, Pearson publisher.

Marketing Management - Philip Kotler

## **Semester**

second semester

## **Assessment method**

### Written:

- OPEN QUESTIONS

### Spoken:

- FOCUS ON INTERESTING SUBJECTS RELATED TO DIGITAL MARKETING NOT SEEN DURING THE COURSE (group)
- QUESTIONS ABOUT SUBJECTS SEEN DURING THE COURSE

## **Office hours**

On request

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