



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Marketing Communication

2021-1-F7702M040-F7702M087M

Learning area

Learning objectives

- Understand digital marketing communication by focusing on its pillars and future paths

Contents

The course examines the digital marketing process with focus on communication, market, data, players and respective roles.

Detailed program

Data Science, Mining e Marketing

The digital marketing process: market, data, and players

Customer Relationship Management

Communication channels and Unique Customer View

Customer Journey

Social Media Analysis, Data Discovery and Campaign Management

Media Mix and Marketing Mix

Performance in digital marketing

Prerequisites

Teaching methods

Lecturers

During the state of emergency implied by the Covid-19 pandemia, video-conference lectures will be provided

Assessment methods

Oral exam.

At the end of the course students can take a written exam

During the state of emergency implied by the Covid-19 pandemia, video-conference exams will be provided, via webex.

Textbooks and Reading Materials

- Nico Di Domenica, Attilio Redivo, Edoardo Rozzoni, & Gianluigi Crippa, *Digital marketing. Data, analytics, tecnologie e canali digitali*. Pearson, 2020.
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