UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Web Marketing (blended)

2122-2-E2004P038

Learning area

1. Study of the means by which communication takes place

Learning objectives

Knowledge and understanding

Theoretical notions of web marketing, and knowledge of techniques and practical strategies in inbound marketing and content marketing. Learning of the main conceptual models, tools and different methodological approaches.

Applying knowledge and understanding

Application of the basic concepts of theoretical web marketing to different types of online content, to products and services, also with the support of case studies and the testimony of experts in the sector.

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 web marketing
- Mail marketing
- Business model
- Monetization
- Any in-depth topics indicated by the students

Prerequisites

None

Teaching methods

Practical activities

Work group

Project work

The course integrates a part of the traditional classroom and accessible digital content into online teaching platform (only in Italian).

The project work concerns the creation of a blog article, which respects certain characteristics.
The realization of the Project work is not mandatory, but offers the possibility of increase the final grade and is strongly recommended for both attending and non-attending students.

Lessons will be held in presence, unless further COVID-19-related restrictions are imposed, and will present an online section with contents and activities.

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.

Attending students are required to register their attendance (not compulsory) and a confidential on-going test, with questions different from traditional tests.

The project work is not mandatory but provides additional points to the entire test, according to the methods indicated in the e-learning space, updated every year.

Textbooks and Reading Materials

The list of textbooks may undergo variations based on the availability of the texts in the various points of purchase. If a text is not available in paper form, it will be possible to use the digital version.

Attention. A new handbook will be published soon and will replace the first of the four indicated. It will be specified in the e-learning space of the course. Release scheduled for early 2022.

Mandatory text:

- *Web Marketing for Dummies* di Luca Conti - (Hoepli, 2016)+
- *Il marketing plan vincente* di Allan Dib (Hoepli, 2017) +
- *Marketing 4.0* di Philip Kotler (Hoepli, 2017) +
- *Consulenti di WebMarketing (il primo manuale operativo per)* di Alessandro Mazzù (Dario Flaccovio Editore, 2020) *

+ Book to be studied entirely - No parts excluded

* Attention: the new edition of 2020 is recommended, since it is more complete and updated.
The last paragraphs of this text are optional (= there are no exam questions), although recommended: paragraphs 8-9-10-11, from p. 405 on p. 485

Optional books:

- L. Vanin (Flaccovio editore), Public speaking online. L’acquisto di questo sito direttamente dal sito dell’editore https://www.darioflaccovio.it/ col coupon vanin offre uno sconto del 20% su prezzo di copertina
- 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