UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Digital Communication

2122-1-F7702M073-F7702M120M

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

Lectures

(Lectures will be delivered in presence depending on the evolution of the COVID19 pandemic).

Assessment methods

At the end of classes, a written exam based on the lectures' content.

During the exam sessions, an oral exam on the Textbooks and Reading Materials published on the course page.

The exam will be in presence depending on the evolution of the COVID19 pandemic.

Textbooks and Reading Materials

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