UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Web Marketing (blended)

2324-2-E2004P038

Learning area

Study of the means by which communication takes place

Learning objectives

Knowledge and understanding

From the point of view of theoretical knowledge, the course aims to provide participants with a complete reference scheme of all the scenarios of Digital Marketing, learning to recognize different approaches and strategies. Specifically, at the end of the course, students will have clear in mind:

• Reference models
• Areas of activity in WebMarketing (e.g. seo, mail marketing, advertising, funnel marketing, content marketing, etc.)
• Processes to facilitate the online buying and selling process
• Pipeline management from stranger to client to ambassador and promoter
• Role and functionality of the different types of funnels
• Triggers, strategies, management mechanisms of strategic online communication
• Analysis of the psychological processes of access to the different stages (from frontend to backend) and monetization systems

This knowledge can be achieved by studying the texts indicated and watching the video tutorials and video lessons present in the E-Learning space from the beginning of the course.

Applying knowledge and understanding

From the point of view of the acquisition of practical skills, depending on the time available and the level of students

enrolled in the course, it will be possible to develop a series of operational skills rather sought after on the market, developed at a semi-professional level (obviously in relation to the commitment and to the exercise of each individual student).

Specifically, the course aims to offer these skills:

• Writing from an SEO perspective (through the optional project work) of a professional-level blog post
• Development of contents for social networks (for example an Instagram carousel, or a post for social networks)
• Structuring and creation of a marketing funnel, even with professional tools
• Selection of keywords for positioning in Serp in search engines
• Marketing side theme work
• Selection and optimization of text and images for content marketing

Classroom lessons and online activities (as the course is blended and 50% is carried out remotely) are aimed precisely at creating the ideal context for experimenting and developing these operational skills.

Contents

The course aims to offer tools, knowledge and skills for all WebMarketing processes, offering a comprehensive perspective on the professions and management techniques of digital marketing.
Alongside the study of the most widespread theoretical models, the observation and analysis of already active marketing processes, the direct experimentation of some tools and the production of content for online marketing, the student will understand what WebMarketing is and how it actually works. will acquire the operating models and will be able to create complete processes (for example funnels) for positioning, for lead generation, for online sales, etc.
The path is enriched with a series of interviews with industry experts, both top-level consultants and marketing directors and marketing managers of large companies and production companies, with the aim of offering a practical overview of daily online marketing activities.

Detailed program

• The role of WebMarketing
• Lead generation
• The marketing funnel
• The marketing plan
• SEO and positioning
• The target
• Inbound marketing and content marketing
• The different lead generation channels
• Tools and tools
• Professional skills for WebMarketing
• Mail marketing
• Practical seo copy
• Online business model
• Monetization
• Any in-depth topics indicated by the students

Prerequisites

The course does not require particular prerequisites, but requires interest in the subject and a practical approach to forms of online communication aimed at sales, lead generation, and the conversion of contacts into customers.

Note for students not enrolled in the Psychosocial Sciences of Communication Degree
The course is followed by many students of degree courses related, for example, to Economics.
The approach followed in this course is very different from other more traditional ones and in the e-learning space specific indications will be provided for those who have followed different courses. In some cases, for example in the use of certain more technical terms, the approach is very specific and there are important differences from a conceptual point of view.

Teaching methods

The methodological approach adopted in this course includes several phases, indicatively organized as follows:

1. Naive exploration (epistemic activation)
Participants explore some online marketing and sales pages, identifying their recurring patterns and the most widespread structures

2. Flipped Classroom
The participants, thanks to some lessons, presentations and online contents, acquire the theoretical tools and models, which they present in the classroom to other students, discussing the main critical issues and activating the set of questions and peculiarities of the subject

3. Traditional lesson
Approaches, methods, tools, typical construction models are explored

4. Creative laboratory
Participants divided into groups put into practice what emerged from the previous phases, with the construction of typical web content (for example a post for social media or a carousel for Instagram), commenting online on the results and interacting with all the other participants

5. Project Work
(Optional). Participants develop a Blog Post from scratch, with seo copy strategies, acquiring all the professional skills required for the development of a professional level digital content: seo, images, textual structures, keywords, inverted pyramid, etc. these are just some of the characteristics of the final result.

6. Professional interventions
Through online interviews, participants will come into contact with professionals in the sector, to better understand how the work of the WebMarketer works in practice and better understand the daily life of this profession.

The classroom activity is almost exclusively practical and not frontal. The theoretical contents, in fact, are transmitted with practical activity on real materials and case studies available online, with direct exercise and group work. Finally, the theoretical contents are also provided through videotutorials available in the online space, in order to make individual learning free and structured.

Assessment methods

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

The multiple choice questions are intended to verify the acquisition of theoretical knowledge, while the open questions are intended to verify the student's ability to apply the theoretical aspects learned to real cases or widespread problems in the digital marketing sector.

Some examples of questions are presented in the e-learning platform.

Attendance registration (not compulsory) and a confidential on-going test is required for those attending, 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 and their availability in the various points of purchase.

If a text is not available in paper form, it is possible to use the digital version.

Mandatory texts:

• *Web marketing. Il manuale. Strategie, strumenti, tendenze innovative dall'esperienza dei migliori consulenti italiani* a cura di Luca Vanin - (Dario Falccovio Editore, 2022)
In the e-learning space, a discount code is provided for those enrolled in the course
• *Il marketing plan vincente di Allan* Dib (Hoepli, 2017)
• Extra materials selected in the "Compulsory study" area in the e-learning space
These are mainly short video tutorials that explore specific aspects of the program, not present in the textbooks.

Optional in-depth texts:
• 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
• Strategie di conversione. Validazione, Ottimizzazione, Competizione. Dall’idea di business al successo nel mercato: strategie e tattiche operative spiegate da chi le applica di Luca Orlandini (Hoepli, 2022)
• &love story. Ci sono brand che raccontano storie e altri che fanno la storia di Salvatore Russo. Roi Edizioni, 2022
• 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

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE