



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Digital Communication

2324-1-F7702M073-F7702M120M

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#### 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**

None

## **Teaching methods**

Lectures and case studies with guest lecturers

Teaching language: Italian

## **Assessment methods**

At the end of classes a written exam will be based on the lectures' content (open questions). Open questions include both questions on wider issues -which require a longer answer- and quite specific questions -which require a short answer-.

During the exam sessions, the exam will be oral and on the Textbooks published on the course page.

## **Textbooks and Reading Materials**

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

## **Sustainable Development Goals**

INDUSTRY, INNOVATION AND INFRASTRUCTURE

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