UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Web Marketing (blended)

2425-2-E2004P038

Learning area

1: 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.

For the academic year 2024/2025 it will not be possible to select this course as a single-course entry.

Teaching methods

The course (56 hours, 8 cfu) is in blended mode, with 50% of lectures conducted in the classroom and 50% of hours conducted online.
All lectures are conducted in an interactive mode.

In addition to the presentation of theoretical models, later explored in depth in the exam textbooks, the lectures include short and light analysis activities carried out in small groups, case studies, practical applications, and comparisons with industry professionals, consultants and entrepreneurs.
The methodological approach adopted in this course involves several teaching approaches, organized roughly as follows:

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

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

3. Frontal lecture
Approaches, methods, tools, typical construction models are explored in depth

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

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

6. Professional interventions
Through online interviews, participants will get in touch with professionals in the field to better understand how the WebMarketer's job works in practice and to better understand the day-to-day life of this profession.

Assessment methods

Written test with multiple choice (30) and open (1/2) 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.

The written test assesses understanding of the theoretical models explained in lectures and presented in the lecture literature, as well as measuring the ability to analyze and apply them to plausible contexts. Some questions, therefore, involve the analysis of a case and the presentation of possible solutions to concrete problems.

Textbooks and Reading Materials

The list of textbooks may be subject to change, based on the availability of the books and their availability at different purchasing outlets.

In case a text is not available in hard copy, the digital version can be used.
For exam preparation, it is *strongly discouraged* to use handouts and diagrams purchased online, as they do not present complete and correct information. Please, read the note below.

The **mandatory texts** for exam preparation are:

1. L. Vanin, *WebMarketing e Business online. Guida completa per chi parte da zero.* (Available on Amazon, 2025) - (read note below)
2. L. Vanin, *Strategic marketing plan* (Available on Amazon, 2025) - (read note below)

Both **obligatory** texts are available on Amazon in both digital and print formats.

**NOTE.
During the course, upon notification within the forum and with notification to all E-Learning subscribers of the 2024-2025 course, access to the **digital version** is given completely free of charge.
Such access requires students to activate a **free** Amazon account and related **free** Kindle reading app, in any digital device, without having to purchase an e-reader.

For access to this digital format:

- No additional expense or account of any kind is required: apps for the Kindle are free and available for any type of device (tablet, smartphone or computer)
- Access to the file does not expire: the texts, purchased for free, then remain in the students' Kindle device and account forever
- The free file purchase window lasts approximately 2-3 days, is communicated in advance in the forum and is not replicable per publisher policy.

USE OF HANDOUTS AND SUMMARIES
Over the years, an intensive use of handouts of dubious origin, purchased online whose contents have not been validated by the lecturer and have gaps and errors, has emerged, becoming a real threat to the outcome of the exam.
Their use is strongly discouraged.
First of all because the texts. - available for free - allow for a more direct understanding and more solid learning of the discipline. Second because the syllabus and exam have been completely updated and the presence of specific exercises and questions cannot be addressed with such handouts.
To support students learning, however, during the lectures, attendees have the opportunity to contribute to a **summary and outline handout** that is reviewed and validated by the lecturer. This handout is made available

online in the course forum, **free of charge**, to avoid unnecessary expenses to students and access to poor quality content.

Extensive optional texts - Not subject to examination.

• L. Vanin, a cura di, *WebMarketing. Il manuale* (Flaccovio editore, 2022). 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.
• L. Vanin, *Public speaking online* (Flaccovio editore, 2022). 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.
• L. Orlandini, *Strategie di conversione. Validazione, Ottimizzazione, Competizione. Dall'idea di business al successo nel mercato: strategie e tattiche operative spiegate da chi le applica* (Hoepli, 2022).
• S. Russo, *&love story. Ci sono brand che raccontano storie e altri che fanno la storia* (Roi Edizioni, 2022).
• A. Beltrami, *Come promuovere la tua attività sul web senza pubblicità. 54 soluzioni di Content marketing pronte all'uso che funzionano anche senza budget* (Franco Angeli, 2018).
• M. De Veglia, *Zero concorrenti. Come usare il brand positioning per differenziarti e farti cercare dai clienti* (Roi Edizioni, 2018).
• D. Priestley, *Tutto esaurito. Come avere la coda di clienti fuori dalla porta* (Giunti Editore, 2017).

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE