



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

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 is organized in a blended mode, with 50% lectures conducted in the classroom and 50% hours conducted online.

All lectures are conducted in an interactive mode.

The course is divided into two parts.

The first phase presents the theoretical models and explains the methodological approaches.

At the end of this phase, the in-progress test, valid as an exam, is conducted.

The second part is more practical, with special attention placed in the strategies and methodologies to be adopted by those who want to work in the field.

In this second part, special attention is paid to:

- Web writing from an seo perspective (including through writing a blog post)
- Building digital content for social networks
- Following, networking, reviews and referrals

The course lasts 56 hours and is equivalent to 8 credits.

The lectures are usually organised over 2 days in the week: a first 4-hour in-presence day, necessary for the presentation of the theoretical models, for the practical and interactive part on applications; and a second 2-hour session, completely online, for the application and practical exercise part, for the more laboratory-based components and for talks by experts in the field.

The methodological approach adopted in this course includes different teaching approaches, organized roughly 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.

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.

Examples of this type of test are presented throughout the exam.

Textbooks and Reading Materials

The list of textbooks may be subject to change, depending on the availability of the texts and their availability at the various points of purchase.

If a text is not available in printed form, the digital version can be used.

The use of handouts and diagrams purchased online is **strongly discouraged** for exam preparation, as they do not present complete and correct information.

Mandatory texts

The compulsory texts for preparation are:

1. L. Vanin, *Vademecum di WebMarketing Pratico* (titolo provvisorio - In press fine 2024)
2. L. Vanin, *Marketing plan strategico* (Amazon, 2024)**

Optional - Not required during the exam:

3. L. Vanin, *Esercizi di WebMarketing* (titolo provvisorio - In press inizio 2025)

Both compulsory texts are available on Amazon, both in digital and paper format.

During the course, access to the **digital version** is given completely free of charge, subject to notification within the forum.

This access requires students to activate a free Amazon account and the corresponding free Kindle reading app.

For access to this digital format:

- No additional charge or account of any kind is required: the Kindle apps are free and available for any type of device (tablet, smartphone or computer)
- Access to the file does not expire: the texts, purchased free of charge, are then held forever on the students' Kindle device and account
- Free file purchase window lasts for a few days and is not replicable (publisher's policy)

Optional in-depth texts:

- 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
