UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Web Marketing (blended)

2526-2-E2004P038

Learning area

3: Techniques, tools, and technologies of communication.

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 provide tools, knowledge, and skills covering all Web Marketing processes, offering a comprehensive perspective on digital marketing roles and management techniques.

Alongside the study of the most widely adopted theoretical models, the observation and analysis of active marketing processes, the hands on experimentation with selected tools, and the creation of online marketing content, students will gain a clear understanding of what Web Marketing is and how it operates in practice. They will acquire its operational frameworks and will be able to design complete processes, such as funnels, for positioning, lead generation, online sales, and related objectives.

The program is further enriched by a series of interviews with industry experts, including highly experienced consultants as well as marketing directors and marketing managers from large companies and production organizations, with the aim of providing a practical overview of day to day online marketing activities.

Detailed program

- Theoretical Models and Core Principles of Digital Marketing
- Strategy, Tactics, and Marketing Processes
- Digital Presence, Branding, and Positioning
- Storytelling for Web Marketing
- Customer Journey
- Lead Generation
- Funnel Marketing
- Marketing Plan
- SEO Search Engine Optimization
- SEO and Online Traffic
- Community Marketing
- AI for Marketing
- Inbound Marketing and Content Marketing
- Influencer Marketing
- Tools and Technologies for Digital Marketing
- Email Marketing
- Practical Copywriting

- Online Business Models
- Monetization
- Marketing Ethics
- Additional Topics Upon Students' Request

Prerequisites

For the academic year 2025/2026 it will not be possible to select this course as a single-course entry.
Exam not selected from the study plan by students not enrolled in Scienze Psicosociali della Comunicazione *(Psychosocial Sciences of Communication)*.

Teaching methods

The course (56 hours, 8 ECTS credits) is delivered in blended mode, with 50% of the sessions held in person and 50% conducted online.
All classes are delivered in an interactive format.

In addition to the presentation of theoretical models, which are further explored in the required examination textbooks, the course includes short and engaging analytical activities carried out in small groups, case studies, practical applications, and discussions with industry professionals, consultants, and entrepreneurs.
The methodological approach adopted in this course integrates several teaching strategies, structured approximately as follows:

1. Naïve Exploration (Epistemic Activation)
Participants explore selected online marketing and sales pages, identifying recurring patterns and the most common structural frameworks.

2. Flipped Classroom
Through lectures, presentations, and online materials, participants acquire theoretical tools and models, which they then present in class to their peers, discussing key challenges and activating critical questions and subject specific insights.

3. Lecture Based Session
Core approaches, methods, tools, and standard structural models are examined in depth.

4. Creative Workshop
Participants, divided into groups, apply the concepts developed in the previous phases by creating typical web content, such as a social media post or an Instagram carousel, sharing and discussing the results online while interacting with all other participants.

5. Project Work
Optional. Participants develop a blog post from scratch using SEO copywriting strategies, acquiring all the professional competencies required to produce high level digital content, including SEO optimization, visual elements, textual structures, keyword strategy, inverted pyramid structure, and related components.

6. Guest Professionals' Contributions
Through online interviews, participants engage with industry professionals in order to gain a clearer understanding of how the work of a Web Marketer functions in practice and to better grasp the day to day reality of the profession.

Assessment methods

Written examination consisting of multiple choice questions (30) and open ended questions (1 to 2).

The multiple choice questions are intended to assess the acquisition of theoretical knowledge, while the open ended questions are designed to evaluate the student's ability to apply the theoretical concepts learned to real cases or common issues within the digital marketing sector.

The written exam assesses the understanding of the theoretical models explained during lectures and presented in the reference bibliography, as well as measuring analytical skills and the ability to apply knowledge to realistic contexts. Some questions therefore require the analysis of a case study and the proposal of possible solutions to concrete problems.

Textbooks and Reading Materials

The list of required textbooks may be subject to change, depending on availability and distribution across different retailers.

If a printed copy is unavailable, the digital edition may be used.
For exam preparation, the use of online summaries or unofficial study notes is strongly discouraged, as they do not provide complete or accurate information. Please read the note below.

The mandatory textbooks for exam preparation are:

1. Luca Vanin, La Bussola del Marketing Digitale. Available on Amazon in paperback and ebook, 2026. Access link:https://www.myni.it/bmd. Please, see note below.
2. Luca Vanin, Marketing plan strategico. Available on Amazon in paperback and ebook, 2026. Access link: https://www.myni.it/mps. Please, see note below.
3. Luca Vanin, Holy Fans. Available on Amazon in paperback and ebook, 2026. Access link: https://www.myni.it/hf. Please, see note below.

All mandatory textbooks are available on Amazon in paperback and ebook formats.

NOTE
During the course, following an announcement in the forum and notification to all students enrolled in the current year's E Learning platform, access to a discounted price for the textbooks is provided, both in digital and print versions.
The purchase of used or outdated copies is therefore discouraged, as they are often more expensive than the discounted versions made available by the instructor and may not reflect the most recent updates.

USE OF SUMMARIES AND UNOFFICIAL NOTES

Over the years, extensive use of unofficial study notes of uncertain origin purchased online has emerged. These materials have not been validated by the instructor and often contain gaps and inaccuracies, posing a serious risk to successful exam performance.
Their use is strongly discouraged.

First, the official textbooks allow for a clearer understanding and more solid mastery of the subject. Second, the syllabus and examination have been fully updated, and the inclusion of specific exercises and targeted questions cannot be adequately addressed using such unofficial materials.

Recommended Supplementary Readings – Not Included in the Exam

L. Vanin, Marketing Workbook – Q4Q1 Winter Edition. (Available on Amazon, 2025)
L. Vanin, Marketing Workbook – Summer Edition. (Available on Amazon, 2025)

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)
M. De Veglia, Zero concorrenti. Come usare il brand positioning per differenziarti e farti cercare dai clienti. (Roi Edizioni, 2018)

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE