UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

# Digital Marketing

**2526-2-F9201P207**

## Aims

*Knowledge and understanding*

- Introduction to marketing e fundamntal concepts
- Data Science, Mining and Marketing
- Digital marketing process: market, data, players and respective roles.
- CRM: Customer Relationship Management and its applications on different market environments.
- Digital Communication Channels and Unique Customer View
- Customer Journey and Contact Strategy
- Social Media Analysis, Data Discovery and Campaign Management
- Media Mix and Marketing Mix
- Performance measurement and simulation models/tools

*Applying knowledge and understanding*

- Design, implementation and maintenance of digital marketing campaigns
- Data Management and how this fits in the campaign process
- Identification of a target group
- DEM or social pages Mockup
- Market knowledge and orientation on current service offering

## Contents

This course has the aim to show in detail the understanding of digital marketing by focusing on its pillars and future paths, data have a strong impact on this processes. The students will design, plan and build an end-to-end marketing campaign using the most used tools in the market. At the end of the course the attendants will have the basics to develop on their own a digital marketing campaign.

## Detailed program

Focus on digital marketing in the environment of multichannel marketing, evolution of the marketing services. Data Exploration, mining and discovery. Players, business models, services offered. Sales Marketing and web marketing. Communication and marketing models: what’s new. In the digital era the target group: which processes are useful to achieve efficiency. Decision Supporto Systems. Marketing Mix and traditional marketing. Econometrics and DSS. Customer Experience Leadership. Customer Experience Strategy. Custome Journey. From CRM to Event Based Marketing. Event based Marketing: Tools. IT Architectures and business flows.

## Prerequisites

Social Platforms knowledge and experience. Information technology: basics. Microsoft Office Suite: basics.

## Teaching form

Lectures, discussions, video presentations, optional exercises. Invitation to digital marketing professionals to share their working experience

## Textbook and teaching resource

Textbook: Digital Marketing, authors: Nico Di Domenica, Attilio Redivo, Edoardo Rozzoni, Gianluigi Crippa, Pearson publisher.

Marketing Management - Philip Kotler

## Semester

second semester

## Assessment method

Written:

- OPEN QUESTIONS

Spoken:

- FOCUS ON INTERESTING SUBJECTS RELATED TO DIGITAL MARKETING NOT SEEN DURING THE

COURSE (group)
- QUESTIONS ABOUT SUBJECTS SEEN DURING THE COURSE

## Office hours

On request

## Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE