UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Digital Marketing and Brand Management

2627-3-E1805M020

Learning objectives

Learning objectives
The course guides students in designing a digital marketing and brand management plan for a business case. It integrates market and customer analysis with brand positioning, digital growth, martech technologies, and artificial intelligence. Theoretical knowledge is acquired online; synchronous sessions are dedicated to application, discussion of choices, and review of the project work.

By the end of the course, students will be able to analyze a market opportunity, identify a priority segment, reconstruct the customer decision journey, and define a distinctive positioning. They will be able to translate strategy into objectives, content, channels, conversion processes, and performance measures; design coherent applications of CRM, marketing automation, and AI;
and discuss the limitations, assumptions, and quality of the evidence used.

Knowledge and ability to understand
Understand the evolution from outbound and inbound approaches to AI-enabled marketing systems; understand the concepts of segmentation, buyer journey, brand positioning, content marketing, funnel, CRM, automation, and measurement.
Applying knowledge and ability to understand
Apply the models to a business case through an integrated marketing and brand management plan, including a martech workflow and a justified application of AI.

Making judgements
Evaluate strategic and operational alternatives, distinguish verified data from assumptions, and critically assess the outputs of AI tools.

Communication skills
Present and defend the choices made in the plan in English, using arguments, data, and visual materials that are understandable to business audiences.

Learning skills
Independently update marketing tools and practices, assessing their usefulness in relation to a specific business objective.

Contents

The main topics covered during the course are:

- Evolution of digital marketing
- Market, customer, and buyer journey
- Positioning, value proposition, and brand storytelling
- Objectives and growth model
- Content and channel strategy
- Conversion and relationship with sales
- CRM, data, and marketing automation
- Applications of AI
- Measurement and continuous improvement

Detailed program

1. Market and customer
Competitive landscape, segmentation, needs, problems, objectives, information sources, and quality of evidence.
2. Decision journey
Stages, questions, touchpoints, and obstacles in the buyer journey; non-linear journeys.
3. Brand and positioning
Competitive mapping, value proposition, core message, storytelling, and brand identity.
4. Objectives
Connection between business and marketing results; assumptions about audience, contacts, opportunities, and customers.
5. Digital growth
Content for each stage of the journey, search and digital presence, media, distribution, conversions, and alignment with sales.
6. Martech and AI
CRM, segmentation, data, triggers, and workflows; AI in research, production, analysis, and orchestration, with human oversight.
7. Measurement
KPIs, dashboards, testing, interpretation of results, and revision of decisions.

Prerequisites

No technical programming skills are required. An introductory knowledge of marketing principles and a level of English suitable for engaging with the materials and presenting the work are recommended.

Teaching methods

The course is taught in English and adopts a flipped-learning approach: videos, readings, cases, and online exercises introduce the concepts; synchronous sessions serve as checkpoints for simulations, discussion, and feedback.

The project work runs throughout the course: students work in groups to develop a seven-part marketing plan for a company, declaring the sources, assumptions, and use of AI.

The following synchronous checkpoints are planned:

- Saturday, 3 October 2026, 10:30-13:30 Course introduction; market, customer, and brand 1-3
- Saturday, 21 November 2026, 10:30-13:30 Objectives and digital growth 4-5
- Saturday, 5 December 2026, 10:30-13:30 Martech technologies, AI, and measurement 6-7

Expected workload: 9 hours of synchronous sessions and approximately 40 hours of asynchronous activities, including study, exercises, and development of the project work. Access arrangements for the sessions and assignment deadlines will be communicated through the course platform.

Assessment methods

Group project work (60%) and an individual assessment in English (40%). The project work consists of a 12-month marketing plan structured around the seven points of the syllabus and a final presentation. The individual assessment evaluates understanding of the models, ability to apply them, and critical evaluation of the choices made, including those related to AI.
Group composition, the format of the individual assessment, and submission dates will be defined before official publication.

Textbooks and Reading Materials

Main textbook
Hanne Knight, Lizette Vorster Larsen (2026)
Digital Marketing in Practice: Design, Implement and Measure Effective Campaigns
2nd edition, Kogan Page.

Supplementary textbook
Ediz Edip Akçay (2026)
Marketing Technology: Integrating Martech for Transformational Marketing
Kogan Page.

Selected chapters will be assigned in relation to the teaching units. Instructor videos, applied cases, and updated digital resources will be made available on the course platform.

Semester

First semester

Teaching language

English

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE