UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Web Marketing

2627-2-E2006P013

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.

Making Judgements

The course will provide students with:
• the ability to critically evaluate web marketing strategies and campaigns based on data, performance metrics, and objectives;
• the ability to assess the coherence between tools, channels, and stages of the customer journey, and to identify ineffective or ethically problematic practices (e.g., data use, influencer marketing, digital advertising);
• the ability to independently select appropriate tools, channels, and approaches in relation to the context and objectives.

Communication skills

Through the course, students will acquire:
• the ability to design and produce digital marketing content and messages, adapting them to different channels, target audiences, and stages of the customer journey;
• the ability to present web marketing strategies in a structured and professional manner (e.g., marketing plans);
• the ability to use appropriate technical language and tools for visualising and communicating digital processes.

Learning skills

About the learning skills, students will be provided with:
• the ability to independently update their knowledge in response to the continuous evolution of web marketing tools, platforms, and techniques;
• the ability to transfer theoretical and operational models to different applied contexts, integrating emerging technologies and approaches, and to identify relevant pathways for professional and specialist development in line with sector evolution.

Contents

Detailed program

Prerequisites

For the academic year 2026/2027 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

Assessment methods

Textbooks and Reading Materials

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE