



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Digital Marketing

2627-2-F9202P032

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

**Making Judgments*

Students will learn how to integrate theoretical and methodological skills within the field of Digital Marketing; they will also learn how to apply these skills to propose new project ideas aimed at developing new concepts or, alternatively, comparing different interactive systems in terms of usability and User Experience. Through class discussions and group work, students will develop creative thinking skills to design (and potentially implement) innovative and original digital solutions.

**Communication Skills*

Through group presentations and class discussions, students will acquire communication skills enabling them to interact effectively with various professionals and work in diverse teams to develop new digital tools and interactive systems. Students will also be encouraged to present their projects (and write related reports) to potential clients, investors, and donors, with the aim of learning how to craft a "pitch." In doing so, students will gain an understanding of the different communication styles required for various audiences and objectives.

***Learning Skills**

The course will foster the ability to apply key digital marketing theories to practical case studies by stimulating creative thinking and encouraging the use of classic psychological research methods to identify user needs and fully grasp the practical meaning of "designing for people."

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 in presence, 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

Office hours

On request

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE
