UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Digital Communication

2627-1-F7704M001-F7704M001-2

Learning area

Business Management

Learning objectives

Understand digital marketing communication by focusing on its pillars and future paths.

Contents

The course examines the digital marketing process with focus on communication, market, data, players and respective roles.

Detailed program

Data Science, Mining e Marketing

The digital marketing process: market, data, and players

Customer Relationship Management

Communication channels and Unique Customer View

Customer Journey

Social Media Analysis, Data Discovery and Campaign Management

Media Mix and Marketing Mix

Performance in digital marketing

Prerequisites

For Erasmus students, basic knowledge of marketing

Teaching methods

Lectures:
• 13 lessons of 2 hours carried out with traditional teaching mode;
• 8 lessons of 2 hours where the first part with explanations, and the second part interactive with students.
Lessons will be in presence in class and some lessons could be taught remotely.
Teaching language: Italian
Semester: 1

Assessment methods

At the end of classes, a written exam will be based on the lectures' content. The written exam will be composed of open questions (explanation and understanding of topics covered in class). Open questions include both questions on wider issues (which require a longer answer) and quite specific questions (which require a short answer).
During the exam sessions, the exam will be oral and on the Textbooks published on the course page to test the accumulated knowledge of students and their critical ability on crucial points of the program.

Textbooks and Reading Materials

Nico Di Domenica, Attilio Redivo, Edoardo Rozzoni, Gianluigi Crippa, Digital marketing. Data, analytics, tecnologie e canali digitali. Pearson, 2020.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE