

Insegnamento  
CFU

Anno di corso

Semestre

Docente/i

e-mail

ricevimento

**Digital Economy and Marketing**  
**6 CFU**

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tba

## KEY LEARNING OUTCOMES

The course aims to provide students with a comprehensive overview of main disciplines, theoretical frameworks, business practices and tools related to the study, analysis and preparation of effective Marketing strategies and plans for the digital ecosystem.

1. **KNOWLEDGE AND COMPREHENSION:** during the course the student will be acquainted with Omnichannel Marketing theories and frameworks, Digital Marketing strategies and activities in global markets and with their related challenges, goals, KPI and economics
2. **APPLIED KNOWLEDGE AND COMPREHENSION:** at the end of the course the student will be able to understand the digital ecosystem and its economic implications and prepare a digital marketing and communication plan
3. **JUDGMENT:** at the end of the course the student will be able to analyse and profile markets and clients using digital channels and tools and assess global business opportunities at strategic level
4. **COMMUNICATION SKILLS:** active participation during lesson will allow students to learn and practice one-to-one and one-to-many communication skills
5. **LEARNING SKILLS:** prepare, present and discuss a digital marketing plan for global markets

## PROGRAM

### PART I Business and Markets Scenario

- Value proposition & Purpose
- Client's team
- Stakeholders map
- Target audience insight
- State of the industry and key trends
- Markets Profiling
- Benchmark
- Projected channels & revenue streams
- Communication assets
- Go-to market plans
- Communication activities
- Key constraints and challenges
- Key marketing, performance and financial objectives
- PR office activities
- Budgeting & KPI
- Case study, exercises

## **PART II Business and Brand Strategy**

- Business strategy
- Brand positioning
- Brand Identity & design system

## **PART III Digital assets overview and set up**

- CRM platform
- DEM platform
- AI platforms
- Ecommerce platform
- Performance campaign platforms
- Social Media accounts
- SEO platform
- Creative database
- PM tools
- Landing pages
- Website
- Blog
- Marketplace
- Case study, exercises

## **PART IV Planning and execution**

### **Planning**

- GTM planning
- Communication plan
- Campaign plan (EP)
- Case study, exercises

### **Execution**

- Content creation
- Lead generation
- Marketing automation (DEM)
- Social media management
- Search. Social and display ads
- Art direction
- Conversion rate optimization
- SEO on site
- SEO off-site and Digital PR
- Bloggers and influencer outreach
- Webinar & presentations
- Community Management
- Marketplace management
- Case study, excercises

## **PART V-VI Reporting and validation system**

### **Reporting system**

- Definition of KPI
- Data intelligence and web analytics
- Reporting systems
- Case Study

### Validation system

- Assessment and validation of KPI
- Strategy sprints
- Real-time insights
- A/B Testing
- Content fine-tuning
- Campaign optimization
- Case study
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### PART VII INDIVIDUAL PROJECT WORK

#### FINAL EXAM

- Oral exam
- Project work

#### EVALUATION CRITERIA

1. **KNOWLEDGE AND COMPREHENSION:** the student will be asked questions related to Omnichannel Marketing theories and frameworks, Digital Marketing strategies and activities in global markets and with their related challenges, goals, KPI and economics
2. **APPLIED KNOWLEDGE AND COMPREHENSION:** students exercises will be reviewed and discussed
3. **JUDGMENT:** students exercises will be reviewed and discussed
4. **COMMUNICATION SKILLS:** active presence and participation throughout the course will be assessed.
5. **LEARNING SKILLS:** quality, presentation and argumentation of project work will be assessed.

#### FINAL GRADE

The final grade (expressed in thirtieths) will be awarded according to the following criteria:

- 18-21: acquisition of skills sufficient; application of knowledge sufficient; minimal autonomy in relating the various topics covered; property of language not completely adequate.
- 22-24: acquisition of skills good; application of knowledge good; need for support in relating the different topics covered; language property adequate.
- 25-27: acquisition of skills more than good; application of knowledge good; autonomy in relating the different topics covered; language property good.
- 28-30: acquisition of skills very good/excellent; application of knowledge very good/excellent; complete autonomy in relating the different topics covered; language property very good/excellent

#### Valuation baseline:

1. 30% attendance and active participation to lessons
2. 30% oral exam
3. 40%, of project work

#### TEXTS

1. **"This is Marketing"** by **Seth Godin** – 2018 - Penguin Portfolio
2. **"Traction"** by **G. Weimberg** and **J. Mares** – 2015 – Penguin Por

Students may choose to study one only or both books.