Course	**Digital Economy and Marketing**
Modules	Digital Platform Marketing

ECTS (CFU)	**Dal Bianco (6 CFU); Petrassi (6CFU); Menga (3CFU)**
year running	**second**
Semester	**Annual**
Lecturer/s	**Silvia Dal Bianco, Silvio Petrassi and Cassandra Menga**
e-mail	s.dalbianco@unilink.it; s.petrassi@unilink.it; C.menga@unilink.it
consultation time	**Weekly on Mondays, By email appointment**

LEARNING AND SKILLS 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**: : analyze a wide variety of economic situations by identifying the decision maker(s) (including individuals, households, firms, communities, unions, governments, and central banks), their objectives, the action(s) they have to decide, the constraints they face (the feasible set) and the decision rule. As for its marketing parts, during the course the student will be acquainted with Omnichannel Marketing theories, frameworks and platforms, Digital Marketing and funnel strategies and activities in global markets and with their related challenges, goals and KPI

2. **APPLIED KNOWLEDGE AND COMPREHENSION**: by the end of the course the student will be able to relate economics theoretical concepts to a range of applications in the real world; use theoretical and graphic tools for answering economic questions; understand the digital ecosystem and its economic implications and prepare a digital marketing and communication plan with a clear understanding of the impact of cognitive biases and cultural differences at global level

3. **JUDGMENT**: critically analyse economic issues, using established economics frameworks as well as profile markets and clients using digital channels, platforms and tools and assess global business opportunities at strategic level

4. **COMMUNICATION SKILLS**: confidently discuss and debate economic ideas with peers and lecturers. The student must also master the specialised language of the subject.

5. **LEARNING SKILLS**: Show how competitive markets work from both consumers' and firms' perspectives. Critically analyse the role of governments in boosting efficiency as well as analyse case studies, prepare, present and discuss a digital marketing plan for global markets

PRE-REQUISITE QUALIFICATIONS
None

COURSE DETAILED CONTENTS- Economics (Dal Bianco)

The course covers the following topics in detail:
1. Affluence and income inequality
2. Technological Change
3. Population and Growth
4. Scarcity, Work and Choice
5. Social Interaction
6. Game Theory
7. Property and Power
8. Supply and Demand
9. Competitive markets
10. Markets and Efficiency
11. Public Policy
12. Inflation and Unemployment
13. Monetary Policy

COURSE DETAILED CONTENTS- MARKETING

PART I Business and Markets Scenario (S.Petrassi)

- Value proposition & Purpose
- Target audience insight: buyer persona and customer journey
- State of the industry and key trends
- Markets Profiling
- Competitive set and Benchmark
- Projected channels & revenue streams
- Communication assets
- Go-to-market plans
- Communication activities
- Key constraints and challenges
- Key marketing, performance and financial objectives
- Budgeting & KPI
- Case study, exercises

PART II Business and Brand Strategy (S. Petrassi)
- Business strategy
- Brand positioning
- Brand Identity & design system
- The impact of culture

PART III Planning (S. Petrassi)
- GTM digital planning
- Communication plan
- Campaign plan (Editorial Plan)
- Project Work, exercises

PART V Digital Platform Marketing (C. Menga)

- Digital platforms definition and classification
- Digital platforms' business models
- The funnel and the "Messy Middle"
- 6 persuasive principles of Cialdini and cognitive biases
- Elements of neuromarketing
- Elements of digital storytelling
- Case study: Booking's strategy, Ryanair, Netflix
- Pay-per-click platforms: Google Ads
- Practical exercise: analysis of a platform (funnel and strategy)

PART V Reporting system (S. Petrassi)

- Definition of KPI
- Reporting systems
- Case Study

PART VI INDIVIDUAL PROJECT WORK/TEXTBOOK PRESENTATION (S. Petrassi)

- Textbook presentation (Min 10 max 20 pages of bullet point takeaways)
- Project work: Digital Go to market plan for a Gluten Free Food Brand

TEACHING METHODS

The teaching style is highly interactive and it is inspired by the principle of "research-based learning". This means that students are co-producers of knowledge and not passive listeners. Hence, there will be quite a few interaction during lectures as well as students will be offered with occasions for developing knowledge independently during problem sets' discussion and practicals.

TEACHING MATERIALS

ECONOMICS PART (DAL BIANCO)

For the preparation of the examination, it is essential to supplement the content provided during the lectures with the following **compulsory text, for both attending and non-attending students**:
1. CORE: The Economy. The link to the textbook is below
   https://www.core-econ.org/project/core-the-economy/
   Compulsory Units: 1, 2, 3, 4, 5, 8, 12, 15

MAKETING PART (PETRASSI AND MENGA)
2. **"This is Marketing**" by **Seth Godin** – 2018 - Penguin Portfolio

FINAL EXAM (PROF. DAL BIANCO)

Attending students: The final exam will consist ina compulsory written test and a non-compulsory oral examination. Full details on the non-compulsory oral examinations will be provided in-class.

Non-Attending students: The final exam will consist in an oral examination only.

FINAL EXAM (S. PETRASSI)

For attending and non attending students:

- **Oral exam : will be based** on a discussion over a presentation prepared by the students consisting of 10 to 20 pages (bullet points) of key takeaways from the textbook (Seth Godin)
- **Project work** : students will be asked to prepare a Digital Go-to-market plan for Gluten free food brand (pasta or other types of food at their choice) in an international market (i.e. UK, Germany, etc)
-

FINAL EXAM (C. MENGA)

For attending and non attending students:

- Oral Exam

ASSESSMENT METHODS

1. **KNOWLEDGE AND UNDERSTANDING**: demonstrate the acquisition of the main topics studied in the course. For example, 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 and KPI
2. **APPLIED KNOWLEDGE AND UNDERSTANDING**: ability to apply theoretical knowledge; and apply the understanding of economic mechanisms for interpreting real world facts. Students exercises will be reviewed and discussed
3. **MAKING JUDGMENTS**: development of economic/marketing intuitions and critical thinking abilities.
4. **COMMUNICATION SKILLS**: use economic/marketing terms and concepts; active presence and participation throughout the course will be taken into account.
5. **LEARNING SKILLS**: quality, presentation and argumentation of economic and marketing ideas will be carefully considered

MARKING CRITERIA

The final grade (expressed in thirtieths) will be awarded for each part of the course 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.

The final mark will be awarded as a weighted average of the marks received by students in each part. The weights will be determined in proportion to the credits, as follows:

Dr Dal Bianco' part will weight for 2/5 or 0,4 (40%) of the final mark;

Dr Petrassi's part will weight for 2/5 or 0,4 (40%) of the final mark;

Dr Menga's part will weight for 1/5 or 0,2 (20%) of the final mark.

Evaluation baseline:

S. Petrassi

40% oral exam
60% project work

C. Menga

40% oral exam
60% project work

FINAL RECOMMENDATIONS

It is essential that students engage with the course on a weekly basis. This will allow them to cope and succeed in this course!