



Course	Digital Marketing
CFU	6
Year	2023/2024
Semester	II semester
Teacher	Pasquale Sasso
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reception	at the end of the lessons or by appointment to be agreed by e-mail

### LEARNING OUTCOMES

The course aims to promote the learning of the basic methodologies related to market analysis, policy management and planning of marketing actions with reference to the digital environment.

The Digital Marketing course intends to pursue the following training objectives:

- 1. Knowledge and understanding:** the student will acquire theoretical knowledge for market analysis in d contexts digital context for the consequent formulation of decisions and strategies.
- 2. Ability to apply knowledge and understanding:** the student will acquire applicative knowledge aimed at carrying out a market analysis, formulation of decisions, implementation of marketing policies in the digital context. In particular, the student, at the end of the course, will be able to prepare a digital marketing strategy.
- 3. Making judgments:** the student will develop making judgments and making connections between theoretical topics and related application models, with particular reference to market analysis models and the components of a digital strategy.
- 4. Communication skills:** The student will be able to communicate and synthesize information relating to marketing strategies and their formulation in written and oral form. Classroom activities aimed at facilitating the achievement of these skills are foreseen, including carrying out group work and drafting short reports to refine written communication skills; interventions in the classroom and presentation of individual and group work also through multimedia and interactive tools.
- 5. Learning skills:** Critical learning is aimed at, through exercises, case histories, qualitative and quantitative research and data analysis.

### DETAILED PROGRAMM

The course addresses the following topics in detail:

PART II Digital Marketing in a Digital World  
What is Digital Marketing  
Evolution and Environment of Digital Marketing  
The Evolution of Digital Marketing

Digital Marketing Macro e Mico Environment  
Types of Digital Marketing  
The Digital Marketing Values  
The Digital Marketing Mix  
Brand image, Reputation and Trust

PART III: Creating Value through Digital Marketing Strategy  
Introduction to Digital Marketing Strategy  
The Strategic Digital Marketing Planning Process  
Basic Digital Marketing Strategies and Tactics  
Strategic Digital Marketing Plan

PART IV: Digital Consumer Behavior and Customer Relationship and Experience Management  
Digital Consumer Behavior and Influences  
Digital Marketing Consumer Decision-Making Process  
Digital Customer Relationship Management

PART V: Social Media and Community Marketing Strategy  
Evolution and Value of Social Media and Community Marketing  
Social Media and Community Marketing Objectives  
Social Media and Community Marketing Considerations, Strategies, and Tactics  
Social Media and Community Marketing Analytics

PART VI: Digital Brand, Trust, and Reputation Management Strategy  
What Are Digital Brand, Trust, and Reputation Management?  
Digital Brand, Trust, and Reputation Management Objectives  
Digital Brand, Trust, and Reputation Management Considerations, Strategies, and Tactics

PART VII: Digital Marketing Legal, Ethical, Privacy, and Security Considerations  
Digital Marketing Legal and Ethical Framework  
Digital Marketing Legal and Ethical Considerations, Strategies, and Tactics  
Digital Marketing Privacy and Security Framework  
Digital Marketing Privacy and Security Considerations, Strategies, and Tactics

### **ANY RECOMMENDED PREPARATIONS**

None. It is believed that the study of marketing is easier when the main notions of Economics and Business Management have already been acquired.

### **METHOD OF CONDUCTING THE EXAM**

The exam takes place orally at the end of the course. The interview aims to ascertain the basic concepts of the subject and application autonomy by means of questions. The teacher reserves the right to provide for the presentation of group / individual work developed with the aim of evaluating the learning of the operational contents of the course.

## EVALUATION CRITERIA

The learning evaluation criteria are:

1. Regarding knowledge and understanding the final exam assessment criterion is based on the student's ability to acquire theoretical knowledge about market analysis in the digital context and the subsequent formulation of decisions and strategies.
2. Regarding the ability to apply knowledge and understanding the final exam assessment focuses on the student's ability to apply the acquired knowledge to conduct market analysis, formulate decisions, and implement marketing policies in the digital context.
3. Regarding making judgments the final exam assessment criterion is based on the student's ability to develop judgment skills and make connections between theoretical topics and related application models, especially regarding market analysis models and components of a digital strategy.
4. Regarding the communication skills the final exam assessment focuses on the student's ability to communicate and synthesize information related to marketing strategies and their formulation in both written and oral forms.
5. Regarding learning skills the final exam criterion refers to the student's ability to learn critically through exercises, case studies, qualitative and quantitative research, and data analysis.

## FINAL MARK ALLOCATION CRITERIA

The final grade in the range from 18 to 30 arises from the aforementioned learning evaluation criteria.

## TEACHING MATERIALS

To prepare for the exam, it is essential to integrate the contents provided during the lessons with the following **mandatory texts**:

1. Sachdev, R., (2023), Digital Marketing ISE, 1th edition, Mc-Grow Hill, chapters 1, 2, 3, 8, 10, 11.
2. Werhane, P. H., & Freeman, R. E. (1999). Business ethics: the state of the art. International Journal of Management Reviews, 1(1), 1-16.

The **non-attending student** must also study the following mandatory text:

1. Tsalikis, J., & Fritzsche, D. J. (2012). Business ethics: A literature review with a focus on marketing ethics. Citation classics from the Journal of Business Ethics: Celebrating the first thirty years of publication, 337-404.