



UNIVERSITÀ DI PAVIA

Anno Accademico 2020/2021

DIGITAL MARKETING

Anno immatricolazione	2019/2020
Anno offerta	2020/2021
Normativa	DM270
SSD	SECS-P/08 (ECONOMIA E GESTIONE DELLE IMPRESE)
Dipartimento	DIPARTIMENTO DI SCIENZE ECONOMICHE E AZIENDALI
Corso di studio	INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP - MANAGEMENT INTERNAZIONALE E IMPRENDITORIALITÀ
Curriculum	Digital Management
Anno di corso	2°
Periodo didattico	Primo Semestre (28/09/2020 - 22/12/2020)
Crediti	6
Ore	44 ore di attività frontale
Lingua insegnamento	English
Tipo esame	SCRITTO E ORALE CONGIUNTI
Docente	DENICOLAI STEFANO (titolare) - 2 CFU BALLARANI GIANLUIGI - 1 CFU GRUPPO MARCELLO - 3 CFU
Prerequisiti	Basic notions of marketing, e.g.: market research techniques, customer segmentation and strategic positioning, famous four Ps (Product, Price, Promotion and Place), usual contents of a Marketing Plan. Passion for digital economy and social media.
Obiettivi formativi	The course aims at developing skills for the management of marketing campaigns by leveraging on digital media and tools (e.g. Google ads, Facebook ads, web analytics, etc.). The program also considers key principles for business modelling of internet-based business and implications of the so called 'digital transformation'. After the course, the student will be able to plan and setup a digital marketing campaign, identify the best tools, optimize the available budget, practically use Google Ads and Facebook Ads Manager,

	analyse and interpret web analytics.
Programma e contenuti	<p>The course covers the following topics:</p> <ul style="list-style-type: none"> - Intro to Digital Business Models and Digital Transformation; - Marketing and digital marketing basics: offline vs online; - Customer Journey, User Experience and Multi-channel strategy; - Mobile marketing / geolocalized marketing; - Content Management & SEO: key principles - SEM: Facebook and Google Ads - Display Marketing; - Email marketing; - Analytics (set goals, metrics, KPI, etc.).
Metodi didattici	<p>FLIPPED CLASSROOM!</p> <p>Be carefull: this is 'flipped classroom course'. It's a reversal of traditional teaching where students gain first exposure to new material outside of class - before the lecture - via reading or lecture videos (available on KIRO platform), and then class time is used to do the harder work of assimilating that knowledge through interactive sessions only, such as problem-solving, discussion, debates, exercises. No traditional lectures are given.</p> <p>Practical usage of web marketing platforms - i.e. Google and Facebook Ads - as teamwork is key part of the program.</p> <p>Book and traditional mode are available for non attenders students only.</p>
Testi di riferimento	<p>For every lecture readings, video and similar will be published on KIRO platform at least one week prior to the lecture.</p> <p>Materials are the same for both attenders and non attenders.</p>
Modalità verifica apprendimento	<p>Accordingly to the flipped method, learning assessment is based on:</p> <ul style="list-style-type: none"> - individual contribution to classroom debate; - outcomes of interactive exercises (individual or teamworks).
Altre informazioni	
Obiettivi Agenda 2030 per lo sviluppo sostenibile	Gli obiettivi