



DIGITAL METHODS FOR SOCIAL RESEARCH AND MARKETING

Enrollment year	2019/2020
Academic year	2019/2020
Regulations	DM270
Academic discipline	SPS/07 (GENERAL SOCIOLOGY)
Department	DEPARTMENT OF POLITICAL AND SOCIAL SCIENCES
Course	DIGITAL COMMUNICATION
Curriculum	PERCORSO COMUNE
Year of study	1°
Period	(30/09/2019 - 13/12/2019)
ECTS	6
Lesson hours	36 lesson hours
Language	Italian
Activity type	ORAL TEST
Teacher	CERAVOLO FLAVIO ANTONIO (titolare) - 6 ECTS
Prerequisites	No specific skills requested
Learning outcomes	The course provides the base knowledge fro the use of Digital methods in social research applied to marketing and the development of public policies
Course contents	The course will be organized in three different parts: 1) main techniques for data construction; 2) statistics atlantis for digital social research; 3) the analysis of real needs of the customer
Teaching methods	the course will be organized in class lessons and seminars. The participation to the seminars will be part for he final evaluation.
Reccomended or required readings	. Digital Methods for Social Science, Roberts, S., Snee, H., Hine, C., Morey, Y., Watson, Palgrave

	<ul style="list-style-type: none"> • Materials provided by the teacher.
Assessment methods	Written tests with oral presentation at the end of the course.
Further information	
Sustainable development goals - Agenda 2030	\$bl legenda sviluppo sostenibile