**Content and Digital Marketing**

Prof. Roberto Nelli

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course is aimed at investigating the main changes taking place in marketing strategies and policies following the adoption of a digital strategy by companies.

After a review of the fundamental concepts of marketing and the most current evolutionary trends at an international level, the course aims to further explore the assumptions and conditions of effectiveness when implementing a content and digital marketing strategy, providing students with the conceptual and operational tools for defining a content and digital marketing plan and for measuring the results achieved.

At the end of the course, students will be able to:

1. understand the fundamental concepts of content and digital marketing;
2. understand the phases of the content and digital marketing process;
3. independently assess the various strategic options and consequent content marketing policies;
4. set up and present a content marketing plan in relation to a specific concrete problem that will be proposed during the course.

***COURSE CONTENT***

- The fundamental concepts of marketing: relationship and value

- The redefinition of the marketing strategy following the introduction of digital technologies: opportunities and threats

* Content and digital marketing: a new approach to creating value and developing relationships
* Content and digital marketing in the business-to-consumer and business-to-business fields
* The content and digital marketing process
* The content and digital marketing plan
* Content and digital marketing in the Italian experience

***READING LIST***

R.P. Nelli, *Content marketing. Approcci e tendenze nell’esperienza italiana*, Vita & Pensiero, Milan 2016.

Further non-compulsory in-depth readings will be suggested during the course and made available on the Blackboard platform.

***TEACHING METHOD***

The course is divided into theoretical lectures, discussions of business cases, company testimonials, and the completion of a project in groups with the collaboration of a company.

The detailed course programme and all the teaching materials used (lecturer's slides, readings, cases, etc.) will be made available on the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Assessment is conducted in one of two ways, which students can choose depending on whether they actively participate in the lectures and project work planned during the course, or they decide to study mainly on their own.

1. For students who actively participate in the lectures and supplementary teaching activities, assessment will be based:

- 50% on the assessment of the project carried out and also presented to the company that formulated the problem to be addressed; compliance with the requests made, variety and depth of the proposal, and originality and applicability of the proposal itself will all contribute to the project's assessment;

- 50% on the outcome of an open-ended written test lasting 45 minutes and aimed at verifying students’ knowledge of the basic concepts, and their ability to critically process and draw connections between the proposed contents.

2. For students who intend to study in a predominantly individual manner, the exam involves a written test lasting 60 minutes and including three broad open-ended questions; it will be aimed at verifying students' knowledge of the basic concepts, and their ability to critically process and draw connections between the proposed contents.

The final course assessment will be marked out of thirty.

***NOTES AND PREREQUISITES***

Students must possess a basic knowledge of marketing concepts.

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.