# Internet Marketing and Communication Policies

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

The objective of the course is to deepen topics concerning the digital world which impact on daily shopper and consumer habits as well as on company marketing policies. The course deals with three main macro-arguments. The first is analysis of evaluation, attitudes and behavior of consumers towards the Internet. In this context, themes like Internet users’ profiles, degree/forms of use of a variety of web-connection devices and the level/ways of interacting on social networks are deepened. The second macro-argument is that of online communication policies by both manufacturers and retailers. In particular, from this viewpoint, the course emphasizes how a strategic approach to digital media can favor the building of a strong brand awareness, sustain brand reputation and image and, above all, instil a loyalty relationship with consumers, which is also based on exchange of value, for example by means of peer-to-peer reviews. The third macro-argument is that of sales policies on the Internet, that is e-commerce. In this regard both a variety of sales models through the web and situations of synergy/cannibalism between online and offline sales by the same company are presented and discussed.

At the end of the course students will have the necessary requisites to analyze and manage companies’ marketing strategies in the emerging digital context. This knowledge will be useful both with reference to communication and sales activities online. Furthermore, analysis of a number of case histories will allow students to develop strong powers of independent judgement and marked learning potential concerning best practices in digital marketing as well as solid communication skills related to the same sphere.

***COURSE CONTENT***

The following topics will be dealt with as part of the course:

* Digital scenario
* Online customer journey (webrooming vs showrooming)
* Web listening
* Digital analytics and web metrics
* Social media marketing
* E-commerce: status and perspectives
* E-tailing international business models

***READING LIST***

Exam bibliography consists of a specially collected selection of current readings, which will be made available to students at the beginning of the course.

For attending students, a specific reading list will be agreed upon in class.

***TEACHING METHOD***

Lectures will be supplemented with a number of practical seminars led by managers responsible for online communication/sales activities among manufacturers, retailers and digital agencies. Besides, attending students will be presented with a series of up-to-date case histories which may be discussed in groups during lectures or for monitored practice.

***ASSESSMENT METHOD AND CRITERIA***

The final exam is written and includes open-ended questions aimed at assessing students’ ability to critically apply notions acquired during the study of topics to be tested. Questions are formulated so as to verify not only learning skills but also independence of judgement and communication skills. To this end, questions are differentiated between those for attending and non-attending students.

In particular, for *students attending lectures* the capability of integrating theoretical contents with the analysis/interpretation of market data as well as with the insights coming from managerial seminars and case histories’ discussion is evaluated. As a consequence, for attending students the written exam is based on three questions, which may concern lecture topics, managerial seminars and case histories. The written exam lasts 45 minutes, time available for each question being 15 minutes. The three questions are equally weighted and carry a mark ranging from 0 (no answer) to 10 (excellent answer).

For *non-attending students* the written exam is based on three questions exclusively concerning the bibliography indicated in Reading List. Also in this case the overall duration of the exam is 45 minutes and time available for each question is 15 minutes. The three questions are equally weighted and carry a mark ranging from 0 (no answer) to 10 (excellent answer).

***NOTES AND PREREQUISITES***

Students are expected to have a basic knowledge of marketing. On the other hand, the course does not require specific prerequisites concerning the digital economy and web marketing. Students are nevertheless supposed to show interest and have an intellectually enquiring mind towards these topics.

***OFFICE HOURS FOR STUDENTS***

Students are free to e-mail edoardo.fornari@unicatt.it in order to schedule an individual appointment at Economia Agro-Alimentare Department, or via online platforms.