# Digital Marketing

# Prof. Francesca Negri

***COURSE AIMS AND LEARNING OUTOCOMES***

The course defines the Web 2.0 context and the most relevant related challenges. The aim is twofold: to point out the new Digital Customer Journey and to deepen the Digital Marketing paradigm and tactics.

**Knowledge and understanding.** By the end of the course students will have acquired in-depth knowledge and understanding regarding Social Media Strategy and tools. These outcomes in terms of knowledge and understanding will be achieved through the combined use of lectures and monographic seminars, also held by business operators (manager).

**Applying knowledge and understanding.** The ability to apply knowledge will take place through the in-depth study of specific case studies and current events, as well as in class discussions and group work.

**Making judgments**. Through course attendance and self-study students will be able to develop their capability of making judgments independently reaching the ability to take both strategic and executive decisions, even in uncertain conditions.

**Communication skills.** During the course highly specialized/technical language will be adopted in order to stimulate students to improve their communication skills on line and off line with a view to allowing the predisposition Digital Marketing Plan and analytical reports, respecting the constraints and deadlines, reports that could be presented to qualified and professional audiences. Moreover, the student will improve his/her written communication skills through the reports/final exam and the oral communication skills through the public presentations/in class discussion.

**Learning skills.** Learning skills of the students will be stimulated by means of the request to enlarge, update and independently/continually deepen knowledge acquired in class and in individual study.

***COURSE CONTENTS***

1. Identification and comprehension of Web 2.0 paradigm and Digital Transformation

2. Customer Journey analysis, different kinds and role of single touch-points, Customer Experience Management

3. Digital Marketing: strategy and goals

4. The Digital Marketing Plan

5. Content Marketing and Engagement

6. Customer care end Crisis Management

7. Future trends end main challenges

***READING LIST***

The Lecturer will communicate the detailed reading list and other directly to the class at the beginning of the course: all these indications will be available also on Blackboard platform. Please, email the Teacher to receive more detailed information about the program.

***TEACHING METHODS***

Traditional lectures will be integrated with managerial seminars, collective discussions and assignments (individual and/or in team developed), with the aim to develop problem-solving attitude, acquire critic approach and team-work attitude.

Attendance at lectures is not compulsory, but recommended: to attend means to actively participate.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed on their knowledge of the content and on their ability to interpret the present outcomes of Digital Marketing in a critical way.

The final exam is written (with 3 open-ended questions) both for attending and non-attending students, even if it is differentiated in contents. The differentiation of the exam programme between attending and non-attending students is due to the fact that attending lectures will give to the students the possibility to deepen the topics of the course with up-to-date analysis, managerial seminars, case histories, class discussion and team project works.

Communication skills using appropriate language will be tested through evaluation of suitability of vocabulary and form of expression used during the final exam. The written text will aim students to develop the ability to synthesize information and to organize a proposition.

For *attending* students the written exam is based on 3 different questions regarding lectures contents, class discussions, managerial evidences and a selection of readings. The lecturer directly to the class at the beginning of the course will communicate this program. The final written exam will take 45 minutes at a whole. In particular, time available for each question is 15 minutes. Questions will be open and based on own elaboration skills in order to evaluate students’ learning capability of theoretical contents. The final score will be graduated within a 0-30 scale and the 3 different questions will count 10 points. All class activities will contribute to defining the final mark for attending students. For *non-attending* students the final written exam is based on 3 different questions regarding exclusively the specific readings selection indicated in the bibliography, designed ad hoc for non-attending. Also in this case the overall duration of the exam is 45 minutes, and time available for each question is 15. The final score will be graduated within a 0-30 scale and the 3 different questions will count 10 points.

Each grade is based on the accuracy of the student’s responses, the ability to create connections and the personal contribution in analyzing Digital Marketing topics.

***PREREQUISITES***

None. Interest and intellectual curiosity are welcome to fuel the conversation and contamination during the course.

***NOTES***

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