DEGREE PROGRAM IN TECNOLOGIE E LINGUAGGI DELLA COMUNICAZIONE - TECHNOLOGIES AND LANGUAGES OF COMMUNICATIONS (LM-59) CURRICULUM IN INTERACTION DESIGN

A.Y. 2023/2024

Course Digital Marketing Lab
SDS NN
ETCS 5
Course modules (if any) None
Year I year
Semester II semester
Professor(s) Gianpiero Ciorra
e-mail g.ciorra@unilink.it
Office hour At the end of the lesson.

LEARNING OUTCOMES

The aim of the course is to achieve the following learning outcomes:

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** Acquire fundamental notions on digital transformation processes and the impact on companies and markets
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** Acquire skills in designing digital transformation solutions in the business environment
3. **AUTONOMY JUDGMENT:** Knowing how to analyze a digital transformation solution by identifying the fundamental characteristics
4. **COMMUNICATION SKILLS:** Acquire mastery of digital transformation terminology and tools, explain and present adequately and creatively the result of the analysis achieved
5. **LEARNING ABILITY:** Acquire mastery of the basic processes of digital transformation and bibliographic references useful for the project carried out

DETAILED PROGRAM

Specifically, the following topics will be addressed:

1. What is Digital Transformation: impacts on the market and on companies' activities
2. Case Study: Gambero Rosso's digital transformation
3. The impact of digital transformation in customer management
4. How digital platforms have changed the market
5. Data at the heart of digital transformation
6. Innovation processes in digital transformation initiatives
7. Value proposition and digital transformation

RECOMMENDED PRE-REQUISITES (IF ANY)

None

TEACHING METHODOLOGIES

The educational activities will be carried out through lectures and practical learning.

FINAL EXAMINATION METHODOLOGIES

For Attending Students (oral exam):
First part: slides of the lectures – classroom exercises

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Second part: discussion of the project work. It consists of an essay on a topic that will be discussed during the lessons

For non-attending students (oral exam):
First part: slides of the lectures – exercises described in the slides
Seconda parte: The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) – David L. Rogers

EVALUATION CRITERIA

At the end of the course, the following skills of the student will be evaluated:
1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** the final exam will assess the student's acquisition of the fundamental notions related to the topics listed in the detailed program of the course.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS**: the final exam will assess the ability to design solutions and processes for digital transformation in companies.
3. **AUTONOMY JUDGMENT:** the final exam will assess the ability to discern the most suitable texts and case studies related to the topic covered and the ability to do so independently.
4. **COMMUNICATION SKILLS:** the final exam will assess the ability to adequately and creatively present the result of the analysis achieved.
5. **LEARNING ABILITY:** the final exam will assess the mastery in the search for themes and texts and bibliographic references useful for the project conducted.

FINAL GRADING INFORMATION AND CRITERIA

The achievement of an organic vision of the topics addressed, the possession of a specific language, the knowledge of the complex elements underlying the analysis of different types of texts and the ability to apply digital solutions to a specific business context will be evaluated with marks of excellence.

A textbook knowledge of the subject, non-articulated synthesis and analysis skills or a correct but not always appropriate language, such as a scholastic domain of the discipline, lead to fair evaluations. Training gaps or
Inappropriate language, such as a lack of knowledge of the basic concepts of the course, allow you to obtain grades on the threshold of sufficiency. Training gaps, inappropriate language, lack of orientation within the bibliography and inability to analyze are evaluated negatively.

The final score is expressed in thirtieth grade, with the possibility of honors. The final score reflects the student's preparation as follows:

Score	Description
< 18 not	Fragmentary and superficial knowledge of contents, errors in applying

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sufficient	concepts, insufficient exposure.
18-20	Sufficient but still general knowledge of contents, elementary exposure, uncertainties in the application of theoretical notions.
21-23	Appropriate, but not deep, knowledge of contents, good ability in applying theoretical notions as well as presenting them in a simple way.
24-25	Appropriate and vast knowledge of contents, discrete ability in applying them, good ability in presenting notions in a comprehensive way.
26-27	Precise and comprehensive knowledge of the topics, good ability in applying the acquired knowledge, good analytical skills, clear and correct exposure.
28-29	Extensive, comprehensive and deep knowledge of contents, good applicative skills, good ability of analysis and synthesis, confident and correct exposure.
30 30 with honors	Very broad, comprehensive and deep knowledge of the contents, well-established ability to apply the acquired notions, excellent ability of analysis, synthesis as well as ability to create interdisciplinary links, fluency of exposure.

COURSE MATERIAL

Didactic material provided during the course
1. The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) – David L. Rogers

Optional
2. Digital transformation: Methods and tools to guide the digital evolution of companies through design, marketing and communication (Franco Angeli) – Marco Ronchi, Mariana Clancia
3. Delivering Digital Transformation: A Manager's Guide to the Digital Revolution – Alan W. Brown

OTHER ADVICES

Students belonging to the 'part-time/workers' category or being unable to take part in the lessons are suggested to directly contact the professor in order to analyze, together, specific training needs.