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
SDS SECS-P/06
ETCS 6
Course modules (if any) None
Year I year
Semester II semester
Professor(s) Pasquale Sasso
e-mail p.sasso@unilink.it
Office hour At the end of the lesson or by appointment agreed by e-mail.

LEARNING OUTCOMES

The course aims to promote the learning of the basic methodologies related to market analysis, policy management and planning of marketing actions with reference to the digital environment.

The Digital Marketing course intends to pursue the following training objectives:

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** the student will acquire theoretical knowledge for market analysis in d contexts digital context for the consequent formulation of decisions and strategies.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** the student will acquire applicative knowledge aimed at carrying out a market analysis, formulation of decisions, implementation of marketing policies in the digital context. In particular, the student, at the end of the course, will be able to prepare a digital marketing strategy.
3. **AUTONOMY JUDGMENT:** the student will develop making judgments and making connections between theoretical topics and related application models, with particular reference to market analysis models and the components of a digital strategy.
4. **COMMUNICATION SKILLS:** The student will be able to communicate and synthesize information relating to marketing strategies and their formulation in written and oral form. Classroom activities aimed at facilitating the achievement of these skills are foreseen, including carrying out group work and drafting short reports to refine written communication skills; interventions in the classroom and presentation of individual and group work also through multimedia and interactive tools.
5. **LEARNING ABILITY:** Critical learning is aimed at, through exercises, case histories, qualitative and quantitative research and data analysis.

DETAILED PROGRAM

The course addresses the following topics in detail:

PART I Digital Marketing in a Digital World
What is Digital Marketing
Evolution and Environment of Digital Marketing
The Evolution of Digital Marketing

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

A.Y. 2023/2024

PART II Digital Marketing Macro e Micro Environment
Types of Digital Marketing
The Digital Marketing Values
The Digital Marketing Mix
Brand image, Reputation and Trust

PART III: Creating Value through Digital Marketing Strategy
Introduction to Digital Marketing Strategy
The Strategic Digital Marketing Planning Process
Basic Digital Marketing Strategies and Tactics
Strategic Digital Marketing Plan

PART IV: Digital Consumer Behavior and Customer Relationship and Experience Management
Digital Consumer Behavior and Influences
Digital Marketing Consumer Decision-Making Process
Digital Customer Relationship Management

PART V: Social Media and Community Marketing Strategy
Evolution and Value of Social Media and Community Marketing
Social Media and Community Marketing Objectives
Social Media and Community Marketing Considerations, Strategies, and Tactics
Social Media and Community Marketing Analytics

PART VI: Digital Brand, Trust, and Reputation Management Strategy
What Are Digital Brand, Trust, and Reputation Management?
Digital Brand, Trust, and Reputation Management Objectives
Digital Brand, Trust, and Reputation Management Considerations, Strategies, and Tactics

PART VII: Digital Marketing Legal, Ethical, Privacy, and Security Considerations
Digital Marketing Legal and Ethical Framework
Digital Marketing Legal and Ethical Considerations, Strategies, and Tactics
Digital Marketing Privacy and Security Framework
Digital Marketing Privacy and Security Considerations, Strategies, and Tactics

RECOMMENDED PRE-REQUISITES (IF ANY)

None. It is believed that the study of marketing is easier when the main notions of Economics and Business Management have already been acquired.

TEACHING METHODOLOGIES

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

FINAL EXAMINATION METHODOLOGIES

The exam takes place orally at the end of the course. The interview aims to ascertain the basic concepts of the subject and application autonomy by means of questions.
The teacher reserves the right to provide for the presentation of group / individual work developed with the aim of evaluating the learning of the operational contents of the course.

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

A.Y. 2023/2024

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 assessment criterion is based on the student's ability to acquire theoretical knowledge about market analysis in the digital context and the subsequent formulation of decisions and strategies.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS**: the final exam assessment focuses on the student's ability to apply the acquired knowledge to conduct market analysis, formulate decisions, and implement marketing policies in the digital context.
3. **AUTONOMY JUDGMENT:** the final exam assessment criterion is based on the student's ability to develop judgment skills and make connections between theoretical topics and related application models, especially regarding market analysis models and components of a digital strategy.
4. **COMMUNICATION SKILLS:** the final exam assessment focuses on the student's ability to communicate and synthesize information related to marketing strategies and their formulation in both written and oral forms.
5. **LEARNING ABILITY:** the final exam criterion refers to the student's ability to learn critically through exercises, case studies, qualitative and quantitative research, and data analysis.

FINAL GRADING INFORMATION AND CRITERIA

The final grade in the range from 18 to 30 arises from the aforementioned learning evaluation criteria. In particular:

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

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

A.Y. 2023/2024

COURSE MATERIAL

To prepare for the exam, it is essential to integrate the contents provided during the lessons with the following **mandatory texts**:

1. Sachdev, R., (2023), Digital Marketing ISE, 1th edition, Mc-Grow Hill, chapters 1, 2, 3, 8, 10, 11.
2. Werhane, P. H., & Freeman, R. E. (1999). Business ethics: the state of the art. International Journal of Management Reviews, 1(1), 1-16.

The non-attending student must also study the following mandatory text:

1. Tsalikis, J., & Fritzsche, D. J. (2012). Business ethics: A literature review with a focus on marketing ethics. Citation classics from the Journal of Business Ethics: Celebrating the first thirty years of publication, 337-404.

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.