

Insegnamento
CFU

Anno di corso

Semestre

Docente/i

e-mail

ricevimento

International Digital Sales and Marketing Lab
3 CFU

Silvio Petrassi
s.petrassi@unilink.it

KEY LEARNING OUTCOMES

This lab focuses on teaching students how to develop and execute integrated international digital marketing and communication plans that effectively achieve business goals.

This will involve learning about different digital marketing techniques such as strategic planning, target audience profiling, funnel definition and optimization, content strategy, channel management, CRM, and loyalty programs and how to effectively use them together to reach, engage and convert target audiences into loyal clients.

The lab will include activities such as conducting market research to identify target audiences, selecting key performance indicators (KPIs), profiling customer personas, developing and implementing an integrated digital marketing and communication plan, and measuring and analyzing the results of the plan.

1. **KNOWLEDGE AND COMPREHENSION:** during the course the student will be acquainted with Omnichannel Marketing theories and frameworks, Digital Marketing strategies and activities in global markets and with their related challenges, goals, KPI and economics
2. **APPLIED KNOWLEDGE AND COMPREHENSION:** at the end of the course the student will be able to understand the process of digital marketing and communication planning and prepare a GTM plan for an international market
3. **JUDGMENT:** at the end of the course the student will be able to analyse and profile markets and clients using digital channels and tools and assess global business opportunities at strategic level
4. **COMMUNICATION SKILLS:** active participation during lesson will allow students to learn and practice one-to-one and one-to-many communication skills
5. **LEARNING SKILLS:** prepare, present and discuss a digital go-to-market plan for global markets

PROGRAM

Key **course topics** :

1. Digital and export marketing strategies and tactics for global markets
2. Cross-cultural digital communication and consumer behavior
3. Global digital market research and analysis
4. Web localization and global website design
5. Develop an integrated content and communication strategy and plan for the international markets

Teaching Modules, case studies and project works:

MODULE 1

Digital marketing strategies for global markets

MODULE 2

Case study and exercise: Buyer Persona & customer Journey

MODULE 3

Cultural Mapping

MODULE 4

Funnel Marketing

Case study and exercise

MODULE 5

Content Marketing

Case study and exercise

MODULE 6

Budgeting, goals settings and KPI

Case study and exercise

MODULE 7

Individual Project Work

FINAL EXAM

- *Project work*

EVALUATION CRITERIA

Lab practice is the following:

1. **Methodology and Hands-on exercises:** After a brief review of the leading theoretical frameworks, trends, methodologies, tools, players, and markets peculiarities and challenges, students will work through a series of hands-on exercises that are designed to help them understand and apply key digital marketing concepts, methodologies, techniques and growth strategies in international markets. These exercises will include tasks such as conducting market research, developing digital marketing campaigns, and analyzing data and metrics.
2. **Case studies:** Students will analyze and discuss real-world case studies of digital marketing campaigns that have been conducted in global markets.
3. **Group project:** Students will work in small groups to develop an integrated digital marketing and communication campaign for a specific market. Each group will be responsible for identifying a target market, researching consumer behavior (buyer persona and decision journey), elaborating and planning a digital marketing strategy with a related communication plan (assets, funnel content, media, channels, budget, KPI)

Hence the students evaluation criteria will be as follows:

1. **KNOWLEDGE AND COMPREHENSION:** the student will be asked questions related to Omnichannel Marketing theories and frameworks, Digital Marketing strategies and activities in global markets and their related challenges, goals, KPI and economics
2. **APPLIED KNOWLEDGE AND COMPREHENSION:** students exercises will be reviewed and discussed in class
3. **JUDGMENT:** students exercises will be reviewed and discussed in class
4. **COMMUNICATION SKILLS:** active presence and participation throughout the course will be assessed.
5. **LEARNING SKILLS:** quality, presentation and argumentation of project work will be assessed.

EVALUATION CRITERIA

1. 50% attendance and active participation to lessons
2. 50%, project work

TEXTS

Recommended texts:

1. **"This is Marketing"** by **Seth Godin** – 2018 - Penguin Portfolio
2. **"Traction"** by **G. Weimberg** and **J. Mares** – 2015 - Penguin Por
3. **"The culture Map"** by Erin Meyer – 2016 – Public Affairs