

General information	
Academic subject	Digital Marketing
Degree course	Marketing and Business Communication
Academic Year	3
European Credit Transfer and Accumulation System (ECTS)	8
Language	Italian
Academic calendar (starting and ending date)	October 19, 2022 January 13, 2023
Attendance	Recommended

Professor/ Lecturer	
Name and Surname	Lucrezia Maria de Cosmo
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Telephone	
Department and address	Department of Economics, Management and Business Law
Virtual headquarters	Microsoft team platform
Tutoring (time and day)	Friday from 9.30 to 12.30 by appointment in person or online (lucreziamaria.decosmo@uniba.it)

Syllabus	
Learning Objectives	The course aims to deepen the knowledge of the strategic and operational aspects of digital marketing according to an omnichannel-oriented approach
Course prerequisites	Knowledge of the general aspects of business management and marketing (prerequisites: the General Accounting Office)
Contents	<ul style="list-style-type: none"> Digital transformation and driver of change both of a technological nature, linked to artificial intelligence, and of a socio-cultural nature linked to the profile of the new consumer and his customer journey Omnichannel strategy in a hyper-connected market Brand narrative strategy and content marketing The Funnel Marketing Search Engine Optimization Social Media and Social Metric The role of Influencer Marketing in the Digital Marketing mix E-mail marketing Marketing automation From programmatic Buyng to Programmatic marketing Digital Analytics: KPI in an interconnected market.
Books and bibliography	<p>Guerini C., Fornaciari F.I., "Marketing digitale. Paradigmi e strumenti", Franco Angeli, 2020.</p> <p>Ricotta F., "Marketing nell'era dell'iperconnessione", Pearson, 2020.</p>
Additional materials	

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			

64	48	16	
ECTS			
8	6	2	
Teaching strategy	Frontal lesson Seminars Exercises Project work		
Expected learning outcomes			
Knowledge and understanding on:	Achieve adequate knowledge and understanding of the fundamentals of the digital marketing discipline according to a strategic and operational approach to the synergistic and integrated management of digital channels and tools with physical ones. Knowledge and understanding of the new paradigms and the value of digital marketing thanks to new technologies equipped with artificial intelligence, the customer journey, content marketing in the relationship between brand and consumer and digital marketing tools		
Applying knowledge and understanding on:	Achieve adequate knowledge and understanding applied regarding: <ol style="list-style-type: none"> 1. the construction of a customer journey map based on the KPIs at each stage of the funnel and a branded content process; 2. The effective use of digital marketing and digital analytics tools in order to formulate appropriate strategies in a hyper-connected context. 		
Soft skills	- Ability to analyze, solve problems for the formulation of appropriate strategic decisions - Communication and expressive skills		

Assessment and feedback	
Methods of assessment	Oral (mid-course test for attending students only)
Evaluation criteria	<ul style="list-style-type: none"> • Knowledge and understanding: answer to exam or test questions • Applied knowledge and understanding: answer to exam or test questions • Autonomy of judgment: answer to exam or test questions • Communication skills: organization of discourse with connections to related topics • Ability to learn: answer to exam or test questions
Criteria for assessment and attribution of the final mark	For non-attending students, the grade arises from the evaluation assigned to the oral exam questions. For attending students the final grade comes from the average of the partial grades (test + oral).
Additional information	