

COURSE OF STUDY: MARKETING AND BUSINESS COMMUNICATION
ACADEMIC YEAR: 2024-2025
ACADEMIC SUBJECT: DIGITAL MARKETING

General information	
Year of the course	2024-25
Academic calendar (starting and ending date)	16 september 2024 - 10 january 2025 (1° SEMESTER)
Credits (CFU/ETCS):	8 CFU
SSD	SECS-P/08 ECONOMY AND BUSINESS MANAGEMENT
Language	ITALIAN
Mode of attendance	Optional attendance

Professor/ Lecturer	
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Telephone	
Department and address	Department of Economy, Management and Business Law Largo Abbazia Santa Scolastica, 53 – 70124 BARI (ITALY)
Virtual room	Platform Team: lucreziamaria.decosmo@uniba.it
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Platform Team (lucreziamaria.decosmo@uniba.it) with appointment; in the teacher's room n. 40: Friday h. 10-13

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
64	50	14	
CFU/ETCS			
8	6	2	

Learning Objectives	The course aims to deepen the knowledge of the strategic and operational aspects of digital marketing according to an omnichannel approach and the centrality of the customer experience, from the analysis of the context to the measurement of results.
Course prerequisites	Knowledge of the general aspect of business management (prerequisites: Ragioneria Generale)

Teaching strategie	Frontal lessons /slides on line on Team Seminars, Classroom Exercises, Case History
Expected learning outcomes in terms of	Expressed in individual Dublin descriptors
Knowledge and understanding on:	Adequate knowledge and understanding of the fundamentals of digital marketing within a strategic and operational approach to the synergistic and integrated management of digital and physical channels and tools. Knowledge and understanding of the new paradigms and value of digital marketing thanks to new technologies with artificial intelligence, the customer journey, content marketing in the relationship between brand and consumer and digital marketing tools
Applying knowledge and	Appropriate applied knowledge and understanding of:

understanding on:	<ol style="list-style-type: none"> 1. creating a customer journey map based on KPIs at each stage of the funnel and a branded content process; 2. Effective use of digital marketing and analytics tools to formulate appropriate strategies in a hyper-connected context.
Soft skills	<p>Appropriate critical learning skills and independent judgment through the study of course topics and the completion of a project in which theoretical and managerial knowledge is gained through the collection and interpretation of data.</p> <p>Ability to correctly communicate learning through oral and written presentations with the goal of accurately presenting information, ideas, problems, and solutions.</p> <p>Ability to continue learning independently throughout life through the use of online platforms (Google Scholar, etc.), social media, and other digital communication tools.</p>
Syllabus	
Content knowledge	<ul style="list-style-type: none"> - Digital transformation is a driver of change, both technological, linked to artificial intelligence, and socio-cultural, linked to the profile of the new consumer and his customer journey; - Omnichannel strategy in a hyperconnected market; - Brand narrative strategy and content marketing - The marketing funnel - Search engine optimization - Social media and social metrics - The role of influencer marketing in the digital marketing mix - Email marketing - Marketing automation - From programmatic buying to programmatic marketing - Digital analytics: KPI in a hyperconnected market.
Texts and readings	<p>Guerini C., Fornaciari F.I., “Marketing digitale. Paradigmi e strumenti”, Franco Angeli, 2020. <i>and</i> Ricotta F., “Marketing nell’era dell’iperconnessione”, Pearson, 2020 (capp. 1-3) <i>alternatively</i> Kingsnorth S., “Digital marketing strategy”, KoganPage 3rd Edition (chapter 2-4-6-8-9-10-11-12-14-15-16-18).</p>
Notes, additional materials	Students can freely choose additional teaching material for specific insights on a personal and individual level
Repository	PDF summary of the classroom lessons available on the Teams class of the Course.

Assessment	
Assessment methods	<p>Oral interview on the contents of the program with optional critical discussion of a project work (carried out by a team of up to 3 people) on a topic covered in the classroom, previously written at home and delivered for evaluation by the teacher 15 days before the exam.</p> <ul style="list-style-type: none"> - Method of communication of the test results: immediate, being an oral test - Sufficiency is achieved by answering exhaustively 3 basic questions on the contents of the Course. - The formulation of the overall grade results from the weighted average of the grade of the oral examination and the grade of the individual project works.

Assessment criteria	<p>Knowledge and understanding: answering exam questions and verifying connections with applied disciplines, fluid organization of speech and connections to related topics</p> <ul style="list-style-type: none"> • Applied knowledge and understanding: smooth transition to similar and related fields of application • Making judgments: capacity for criticism and innovation • Communication skills: strongly assertive, with appropriate use of specialized language, expository linearity • Ability to learn: rapid and in-depth, given the previous skills of the subjects of the SSD itself
Final exam and grading criteria	<p>-The final grade will be thirty points. The exam is considered passed if the grade is greater than or equal to 18.</p> <p>-The final grade is given by weighted average of the oral exam grade (which constitutes 70% of the final grade) and the grade of the project work (which constitutes 30% of the final grade). The oral exam could be replaced by a 40-minute test at the end of the course with mainly multiple-choice questions.</p> <p>- Honors will be awarded to students who, in addition to scoring 30/30, demonstrate special insight, interest, and considerable critical ability in the content of the discipline in question, as well as an extremely adequate subject lexicon.</p>
Further information	
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