Fakultät für Informatik
Facoltà di Scienze e Tecnologie informatiche
Faculty of Computer Science

COURSE DESCRIPTION – ACADEMIC YEAR 2022/2023

Course title	**Digital Marketing and Advertising**
Course code	76409
Scientific sector	SECS-P/08
Degree	Bachelor in Informatics and Management of Digital Business (L-31)
Semester	1+2
Year	2
Credits	12
Modular	Yes

Total lecturing hours	84
Total lab hours	--
Attendance	Suggested, but not required. Non-attending students will be graded as explained in the "Assessment" and "Evaluation criteria and criteria for awarding marks" fields.
Prerequisites	--
Course page	Microsoft Teams and https://ole.unibz.it/

Specific educational objectives	The course aims to provide students with an advanced understanding of core marketing topics and knowledge. This module will cover the fundamental elements of marketing management, such as the models, processes tools and techniques to support marketing decisions and analyses. In addition, the course especially focuses on the digital context.

Module 1	**Introduction to Digital Marketing and Advertising**
Module code	76409A
Module scientific sector	SECS-P/08
Lecturer	Thomas Aichner and Andrea Molinari
Contact	Office BZ E3.10, piazza Università 1. thomas.aichner1@unibz.it, +39 0471 013278. andrea.molinari@unibz.it, +39 0471 013278 / 013279
Scientific sector of lecturer	SECS-P/08
Teaching language	English
Office hours	Office hours take place online via Teams and are published online.
Lecturing assistant (if any)	--
Contact LA	--
Office hours LA	--
Credits	6
Lecturing hours	36
Lab hours	6
List of topics	• Strategic thinking alongside the use of digital media • Essential elements of DM • Techniques and platforms (social media, content marketing, SEO, user experience, personalisation, display advertising and CRM) • Aspects of implementation (planning, integration) For specifics, please see the weekly schedule below.

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Teaching format	Frontal lectures, case studies, student presentations, digital marketing certificate

Week	Modules*	List of topics covered
1	1-The online opportunity 2-Your first steps in online success	Introduction to e-marketing • Your online goals • Building your online presence • Marketing your online presence • Analyze and adapt
2	3-Build your web presence	Websites • Choosing your online presence • How websites work • Key website ingredients • Websites and your business goals • Make your website easy to use • Website design do's and don'ts
3	4-Plan your online business strategy	Business strategy • The benefits of an online strategy • Taking a business online • Understanding customer behavior • How to stand out from the competition • Using goals to improve business performance
4	5-Get started with search 6-Get discovered with search 7-Make search work for you	Online search • Search engine basics • How search engines work • How search engines see the web • Organic search explained • Paid search explained • Google search console • Search engine optimization (SEO) • The importance of a SEO plan • The SEO process • How to choose keywords • Setting realistic SEO goals • Making your web pages search friendly • How other websites can work for you • Cross boarders with SEO
5	8-Be noticed with search ads 9-Improve your search campaigns	Search ads and campaigns • Search engine marketing (SEM) • The SEM auction • What makes a good keyword • Make your ads stand out • Achieve relevance with good structure • Get the most from your keywords • Fine-tune with keyword match types • How to know what's working and what isn't
6	10-Get noticed locally 11-Help people nearby find you online	Reach more people locally • Marketing to the locals • The power of local directories • Using digital to advertise online • Reaching locals on their mobiles • SEO for local businesses
7	12-Get noticed with social media	Social media • Social media basics • The right social media sites for you

	13-Deep dive into social media	• Setting your goals for social media • Getting on social media • Your long-term social media plan • Advertising on social media • Measuring success in social media • Avoiding social media pitfalls
8	14-Discover the possibilities of mobile 15-Make mobile work for you	Mobile marketing • The evolution of mobile devices • Understanding mobile web and mobile apps • Understanding mobile apps • Introduction for advertising on mobile • Search campaigns, display campaigns, and social media campaigns for mobile • Video for mobile
9	16-Get started with content marketing	Content marketing • Get to know your online customers • Choosing the right format for your content • Writing for online audiences • Help your content be seen • Measuring your success in content marketing
10	17-Connect through email 18-Advertise on other websites 19-Deep dive into display advertising	Advertising • Your email marketing options • Crafting great marketing emails • Managing successful email campaigns • Measuring success in email marketing • Search advertising vs. display advertising • The ins and outs of display advertising • Making display ads meet your goals • Understanding ad networks • How retargeting works
11	20-Make the most of video	Video marketing • The rise of online video • How video fits into your online strategy • Creating video content with your budget • Sharing and promoting your videos • Advertising on video sharing sites • Measuring video performance
12	21-Get started with analytics 22-Find success with analytics 23-Turn data into insights	Track and measure web traffic • Making web analytics work for you • Tracking specific goals with web analytics • Web analytics and organic search • Tools to measure SEM • Breaking down your data for insights • Using data to understand audiences • Understanding the data cycle • Creating actionable insights from your data • Managing numbers using spreadsheets • Presenting data effectively
13	24-Build your online shop 25-Sell more online	Sell products or services online • Using e-commerce to sell • Taking payments and manage orders • Creating a smooth e-commerce experience • Product promotion and merchandising • Retargeting for e-commerce
14	26-Expand internationally	Take a business global • Introduction to international marketing and export

		• Validating your new market
		• Being understood abroad
		• Advertise across borders
		• The support systems you will need
		• Helping customers abroad buy your products
		• Delivering to customers across the globe

* The indicated modules must be completed before coming to class.

Module 2	Analytics of Consumer Behavior
Module code	76409A
Module scientific sector	SECS-P/8
Lecturer	Oksana Tokarchuk
Contact	Piazza Domenicani 3, Office 1.04, oksana.tokarchuk@unibz.it
Scientific sector of lecturer	SECS-P/08
Teaching language	Italian
Office hours	By previous appointment via e-mail
Lecturing assistant (if any)	--
Contact LA	--
Office hours LA	--
Credits	6
Lecturing hours	36
Lab hours	6
List of topics	• Basics of Consumer Behaviour and Consumer Decision Making • Concepts and Applications • Analytical models for Consumer Behaviour Modelling • Prediction models for Consumer Behaviour Modelling More in detail, the following topics will be covered: • How and why consumers make purchase decisions • Factors affecting individual consumer behavior, including needs, motives, emotions, decision making biases, and triggers • Data-driven decisions in Consumer Behavior • The notions of Consumer Behavior Analytics, including customer journey, main metrics used in consumer behavior analytics • Application of Social listening to Consumer Behavior • How to choose the main metric
Teaching format	Frontal lectures, exercises

| Learning outcomes | Knowledge and understanding:
• D1.17 - Know further methods of Digital Finance and Digital Advertising and their application.
• D.1.18 - Understand the interdisciplinary approach to IT projects that takes into account technical foundations, business needs, social and dynamic aspects and the regulatory framework.
Applying knowledge and understanding:
• D2.3 - Ability to analyse business problems and to develop proposals for solutions with the help of IT tools.
• D2.4 - Ability to formalise and to analyse procedures and operational processes, to recognise and use optimisation potentials.
• D2.6 - Ability to design, describe and present IT solutions to policy makers. |

- D2.9 - Ability to support the management of IT departments and software companies by providing information as needed.
- D2.11 - Ability to analyse large amounts of data on economic facts and processes.
- D2.13 - Ability to apply additional knowledge in the subjects of Digital Finance and Digital Marketing.
- D2.18 - Know how to communicate with the client in written and oral form on a professional level in English, Italian and German.

Making judgments
- D3.1 - Ability to collect and interpret data useful for forming independent judgments on IT and economic aspects of information systems.
- D3.3 - Ability to compare and evaluate different IT solutions based on their technical characteristics and key business figures.
- D3.4 - Ability to assess fundamental economic and business facts on the basis of numerical data.

Communication skills
- D4.1 - Be able to use the three languages English, Italian and German and, in particular in English, be able to use appropriate technical terminology and communication style.
- D4.2 - Ability to use modern means of communication also for remote interactions.
- D4.3 - Ability to negotiate with people with different professional experiences the definition and requirements of corporate information systems.

Learning skills
- D5.2 - Learning ability to carry out strategic and IT project activities in corporate communities, also distributed.
- D5.3 - Ability to follow rapid technological developments and to learn about innovative aspects of the latest generation of information technology and systems.

Assessment	M1 (counts for 50% of the grade for the course Introduction to Digital Marketing and Advertising). Evaluation of attending students on module M1 consists of • 33%: Achievement of Google Certification "Fundamentals of Digital Marketing", available for free at https://learndigital.withgoogle.com/digitalgarage/courses • 66%: Written exam on the supplied theoretical materials Non attending students will have extra questions on extra materials at the written exam, correspondent to hours they did not spent to follow the course, so to balance the CFU *25h ratio. Extra materials will be provided by the teacher. M2 (counts for 50% of the grade for the course Introduction to Digital Marketing and Advertising):

	Evaluation of attending students on the module M2 consists of 1. completion of written project group report on job-to-be-done interviews, 2. completion of written project group report on analytics using Amplitude, 3. oral exam Non-attending students will have to take 1. individual written project report on job-to-be-done assignment, 2. individual written project report on analytics using Amplitude, 3. oral exam Project reports should be delivered before the exam otherwise the oral exam cannot be taken. In case of positive evaluation, project reports will count for all 3 regular exam sessions.
Assessment language	English (M1) and Italian (M2)
Assessment Typology	Collegial
teams	All students will have one single grade that will be determined as the arithmetical average of the grades of the different parts of the exam. The final grades for M1 and M2 will therefore count for 50% of the final grade. Evaluation of at least 18 out of 30 should be reached on each part of the exam. Evaluation criteria for project reports and written exam: 1. Clarity of exposition, 2. Relevance to the marketing question posed for the assignment, 3. Ability to provide marketing implications based on the what has been learned during the course Evaluation criteria for oral exam: 1. Clarity of answers, 2. Establish relationships between topics, 3. Ability to apply knowledge acquired during the course to the analysis of the case study

Required readings	Module 1: Chaffey, D. and Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice. Harlow, United Kingdom: Pearson. Module 2: Solomon, M. R. (2019). Consumer behavior: Buying, having, and being, Global Edition. 13th edition. Pearson Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it
Supplementary readings	Aichner, T., Grünfelder, M., Maurer, O. and Jegeni, D. (2021) 25 Years of Social Media: A Review of Social Media Applications and Definitions

from 1994 to 2019. *Cyberpsychology, Behavior, and Social Networking* 24(4), 215-222.

Aichner, T., Coletti, P. and Lombardo, P. (2020) Il futuro del mobile marketing in Italia: uno studio con il metodo Delphi. *Micro & Macro Marketing* 29(1), 95-121.

Aichner, T. (2019) Football clubs' social media use and user engagement. *Marketing Intelligence & Planning* 37(3), 242-257.

Aichner, T. and Jacob, F. (2015) Measuring the degree of corporate social media use. *International Journal of Market Research* 57(2), pp. 257-275.

Rana, N.P. et al. (2020) Digital and Social Media Marketing: Emerging Applications and Theoretical Development. Cham, Switzerland: Springer.

Kannan, P.K. and Li, H. A. (2017) Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing* 34(1), 22-45.

Marketing Intelligence & Planning (Available here: www.emeraldgrouppublishing.com/journal/mip)

Cyberpsychology, Behavior, and Social Networking (Available here: www.liebertpub.com/loi/cyber)

M2:

Christensen, C., Hall, T., Dillon, K., & Duncan, D. S. (2016). Competing against luck. *The story of innovation and customer choice. First edition. New York, NY: HarperBusiness an imprint of HarperCollins Publishers*.

Underhill, P. (2009). *Why we buy: The science of shopping--updated and revised for the Internet, the global consumer, and beyond*. Simon and Schuster.

Siegel, E. (2013). *Predictive analytics: The power to predict who will click, buy, lie, or die*. John Wiley & Sons.

Croll, A., & Yoskovitz, B. (2013). *Lean analytics: Use data to build a better startup faster*. " O'Reilly Media, Inc.".

Journal articles will be assigned during the course

Software used	--