COURSE DESCRIPTION – ACADEMIC YEAR 2020/2021

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	Not mandatory but warmly encouraged. Those who cannot attend regularly should inform the instructor. Non-attending students will be graded as explained in the "Assessment" and "Evaluation criteria and criteria for awarding marks" fields. Non-attending student are not required to do the project.
Prerequisites	--
Course page	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	Michele Pinelli
Contact	Office TBD, michele.pinelli@unibz.it, +39 0471 TBD
Scientific sector of lecturer	SECS-P/08
Teaching language	Italian
Office hours	TBD. In any case, meetings with the instructor can be arranged flexibly.
Lecturing assistant (if any)	--
Contact LA	--
Office hours LA	--
Credits	6
Lecturing hours	42
Lab hours	--
List of topics	• Strategic thinking alongside the use of digital media • Essential elements of DM (market orientation, customer segmentation, targeting, positioning, differentiation, marketing mix – product, price, place, promotion – management)

	• Techniques and platforms (social media, content marketing, SEO, user experience, personalisation, display advertising and CRM) • Aspects of implementation (planning, integration)
Teaching format	Frontal lectures

Module 2	**Analytics of Consumer Behavior**
Module code	76409A
Module scientific sector	SECS-P/8
Lecturer	Oksana Tokarchuk
Contact	Office BZ E510B, oksana.tokarchuk@unibz.it, +39 0471 013020
Scientific sector of lecturer	
Teaching language	English
Office hours	TBD Meetings with the instructor can be arranged with flexibility
Lecturing assistant (if any)	--
Contact LA	--
Office hours LA	--
Credits	6
Lecturing hours	42
Lab hours	--
List of topics	• Basics of Consumer Behaviour and Consumer Decision Making (why and how consumers make purchase decisions, factors affecting individual consumer behavior, high and low involvement purchase decisions) • Concepts and Applications behavioral biases, customer journey and life time value) • Analytical models for Consumer Behaviour Modelling • Prediction models for Consumer Behaviour Modelling
Teaching format	Frontal lectures, case discussions, 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	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 exam takes place at the end of the whole modular course. M1: Introduction to Digital Marketing and Advertising For attending students, the grade is based on: • attendance and participation (10%) • evaluation of the course project (30%) • evaluation of the final oral exam (60%). For non-attending students, the grade will depend entirely on the final exam. To facilitate the students a midterm will be offered at the end of M1. Students who do not take the midterm have to sit the M1 part of the exam during the final exam at the end of the 2nd Semester. NB: the grade of the midterm of M1 is only registered if M2 is passed during the final exam. M2: Analytics of Consumer Behaviour For attending students, the grade is based on: • attendance and participation (10%) • evaluation of the course project (30%) • evaluation of the final written exam (60%).

	The course project has to be delivered before the exam takes place. In case of a positive evaluation the project will count for all 3 regular exam sessions. For non-attending students, the grade will depend entirely on the final exam. Non-attending students are not required to take course project. Attending and non-attending students need to pass (earn a grade of 18 or higher) each module. The final grade of the course is calculated as the average of the grade earned on each module.
Assessment language	English and Italian
Assessment Typology	Collegial
Evaluation criteria and criteria for awarding marks	For attending students: exam (60%), course project (30%) and class participation (10%). Class attendance and participation are fundamental components of learning, but they must not be confused. While attendance is important, it is active participation in the class discussion that is evaluated For non-attending students: exam (100%) Relevant for written and oral work: - deep knowledge and understanding of the topics - clarity of expression - logic and coherence (in terms of structure and arguments) - integration of the various topics - establish logical relationships between sub-topics Relevant for class contribution: - Active participation is an essential part of the learning experience. - Meaningful participation means making a contribution to our discussion, not merely talking, and it does not mean repeating case facts or simply agreeing with what others have already said. - Of interest is not in "right" or "wrong" it is on whether you have made a contribution to the development of the issues under debate Relevant for course project - Course project relates to practical application of notions acquired during the course. - Evaluation of course project will be based on the practical relevance of chosen research question, ability to address practical problems with appropriate theoretical models, clarity of expression, logic and coherence

Required readings	**Digital marketing and advertising** • Course material (slides) prepared by the instructor • Marketing papers (a list will be provided by the instructor)

	• P. Kotler, K. Keller, F. Ancarani, M. Costabile, (2017), Marketing Management, 15a Edizione, Pearson Italia **Analytics of Consumer Behavior** • Smith, A. (2019). Consumer Behaviour and Analytics: Data Driven Decision Making. Routledge. • Course material (slides) prepared by the instructor Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it
Supplementary readings	**Analytics of Consumer Behavior** • Marketing papers (a list will be provided by the instructor) • Artun, O., & Levin, D. (2015). Predictive marketing: Easy ways every marketer can use customer analytics and big data. John Wiley & Sons.
Software used	--