

COURSE DESCRIPTION – ACADEMIC YEAR 2024/2025

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	<p>The course belongs to the type "attività formative affini o integrative – formazione affine".</p> <p>Module: Introduction to Digital Marketing and Advertising</p> <p>The course aims to provide students with foundations of marketing, including segmentation, targeting, positioning, and the 4 Ps (product, price, place, promotion). During the course, students will learn to effectively promote products, services, and brands in the digital landscape. Students will learn to strategize, implement, and evaluate digital marketing campaigns through theoretical concepts, case studies, and hands-on exercises.</p> <p>Module: Analytics of Consumer Behavior</p> <p>The course aims to a comprehensive understanding of consumer behavior. It explores the reasons behind consumers' purchasing decisions, including their needs, emotions, and decision-making biases. Additionally, the course delves into data-driven decision-making in consumer behavior and introduces key concepts such as the customer journey and essential metrics used in consumer behavior analytics. By focusing on the practical application of social listening, students will learn how to gain insights into consumer preferences and emerging trends in the digital era. The ultimate goal is to equip students with the necessary knowledge and skills to comprehend consumer behavior and make informed decisions in today's dynamic market.</p>
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Module 1	Introduction to Digital Marketing and Advertising
Module code	76409A
Module scientific sector	SECS-P/08
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	<ul style="list-style-type: none"> • Fundamentals of Marketing (segmentation, targeting, positioning) • Marketing Mix in Digital Marketing (product strategy, pricing strategy, distribution strategy) • Branding in the Digital Age • Basics of Advertising in the Digital Space (digital advertising channels, marketing funnel, unit economics, user experience, SEO, and CRM) • Metrics and Analytics in Digital Marketing (Key Performance Indicators (KPIs) and the Customer Journey, conversion tracking and optimization)
Teaching format	Frontal lectures, case studies, student presentations, assignment

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	<ul style="list-style-type: none"> • Basics of Consumer Behaviour and Consumer Decision Making • Concepts and Applications • Analytical models for Consumer Behaviour Modelling • Prediction models for Consumer Behaviour Modelling
Teaching format	Frontal lectures, case studies, student presentations, assignment

Learning outcomes	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • 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. <p>Applying knowledge and understanding:</p>
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	<ul style="list-style-type: none"> • 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. <p>Making judgments</p> <ul style="list-style-type: none"> • 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. <p>Communication skills</p> <ul style="list-style-type: none"> • 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. <p>Learning skills</p> <ul style="list-style-type: none"> • 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.
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Assessment	<p>The grade for the course Introduction to Digital Marketing and Advertising consists of 50% of the grade on Module 1 and 50% of the grand on Module 2.</p> <p>M1 (counts for 50% of the grade for the course Introduction to Digital Marketing and Advertising).</p> <p>Evaluation of attending and nonattending students on module M1 consists of</p>
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	<ul style="list-style-type: none"> • 50%: Course assignment on content strategy for social media creation and promotion • 50%: Oral exam on the supplied theoretical materials <p>Reports on the assignment should be delivered 7 days before the exam otherwise the oral exam cannot be taken. In case of positive evaluation, assignment reports will count for all 3 regular exam sessions.</p> <p>M2 (counts for 50% of the grade for the course Introduction to Digital Marketing and Advertising):</p> <p>Evaluation of attending and nonattending students on module M1 consists of</p> <ul style="list-style-type: none"> • 25%: Course assignment on job to be done interviews, • 25%: exercises during the course • 50%: Oral exam on the supplied theoretical materials <p>Reports on the assignment should be delivered 7 days before the exam date otherwise the oral exam cannot be taken. In case of positive evaluation, assignment reports will count for all 3 regular exam sessions.</p>
Assessment language	Italian (M1) and English (M2)
Assessment Typology	Collegial
Evaluation criteria and criteria for awarding marks	<p>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.</p> <p>Evaluation of at least 18 out of 30 should be reached on each part of the exam.</p> <p>Evaluation criteria for assignment report:</p> <ol style="list-style-type: none"> 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 <p>Evaluation criteria for oral exam:</p> <ol style="list-style-type: none"> 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	<p>Module 1: Kotler, P., Keller, K. L., Chernev, Ancarani, F., & Costabile, M. (2022). Marketing management 16/e. Pearson.</p>

	<p>Module 2: Solomon, M. R. (2019). <i>Consumer behavior: Buying, having, and being</i>, Global Edition. 13th edition. Pearson</p> <p>Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it</p>
<p>Supplementary readings</p>	<p>M1: Kane, B. (2020). <i>Hook point: How to stand out in a 3-second world</i>. Blackstone Audio.</p> <p>Kothand, M. (2017). <i>One Hour Content Plan: The Solopreneur's Guide to a Year's Worth of Blog Post Ideas in 60 Minutes and Creating Content that Sells and Hooks</i>. CreateSpace Independent Publishing Platform.</p> <p>M2: Christensen, C., Hall, T., Dillon, K., & Duncan, D. S. (2016). <i>Competing against luck. The story of innovation and customer choice. First edition. New York, NY: HarperBusiness an imprint of HarperCollins Publishers.</i></p> <p>Underhill, P. (2009). <i>Why we buy: The science of shopping--updated and revised for the Internet, the global consumer, and beyond</i>. Simon and Schuster.</p> <p>Siegel, E. (2013). <i>Predictive analytics: The power to predict who will click, buy, lie, or die</i>. John Wiley & Sons.</p> <p>Croll, A., & Yoskovitz, B. (2013). <i>Lean analytics: Use data to build a better startup faster</i>. " O'Reilly Media, Inc."</p> <p>Journal articles will be assigned during the course</p>
<p>Software used</p>	<p>--</p>