

1	DIGITAL & MEDIA MARKETING
2	COMPULSORY
3	EQF 7
4	1-2
5	1+2-3+4
6	4-6
7	DARIO PAGNONI
8	<p>THE COURSE AIMS TO TRAIN HIGH-LEVEL PROFESSIONALS SPECIALIZED IN THE DESIGN, PLANNING, MANAGEMENT AND VERIFICATION OF DIGITAL MARKETING ACTIONS. PROFESSIONALS ABLE TO COMPETENTLY USE THE RIGHT MIX OF TOOLS, IN ORDER TO MANAGE SUCCESSFUL MARKETING CAMPAIGNS.</p> <p>THE COURSE WILL ADDRESS THE COMMUNICATION DYNAMICS OF SOCIAL MEDIA APPLIED TO BUSINESS MARKETING.</p> <p>THE AIM OF THE COURSE IN THE FIRST YEAR WILL BE TO CREATE THE ONLINE PRESENCE AND REPUTATION OF A BRAND ON A SOCIAL MEDIA NETWORK.</p> <p>THE OBJECTIVE OF THE SECOND YEAR WILL BE TO PLAN AND CONDUCT A DIGITAL MARKETING CAMPAIGN THAT UNITES SOCIAL MEDIA MARKETING, CONTENT MARKETING AND DIGITAL ADVERTISING.</p> <p>EACH YEAR OF THE COURSE WILL BE DIVIDED INTO TWO TEACHING METHODS, ONE THEORETICAL AND ONE PRACTICAL.</p>
9	FACE TO FACE
10	-
11	<p>THE COURSE WILL BE DIVIDED INTO TWO PHASES, ONE THEORETICAL AND ONE PRACTICAL; EACH LESSON WILL BE HALF THEORETICAL AND HALF PRACTICAL. SMALL EXERCISES WILL BE DONE TO "FIX" THE THEORETICAL CONCEPTS AND TO DEAL WITH THE DYNAMICS OF DIGITAL MARKETING.</p> <p>THE TOPICS ADDRESSED ARE: INTRODUCTION TO DIGITAL MARKETING; MARKET ANALYSIS IN THE DIGITAL AGE; MARKET SEGMENTATION AND BRAND POSITIONING; BASIS OF SOCIAL MEDIA MARKETING (OVERVIEW); THE EVOLUTION OF SEO AND THE CENTRALITY OF CONTENT + GROWTH HACKING; COMMUNITY MANAGEMENT; GOOGLE ANALYTICS; FACEBOOK ADS - CREATION AND MANAGEMENT OF FACEBOOK ADS CAMPAIGNS - ADVANCED MANAGEMENT OF GOOGLE ADS; INFLUENCER MARKETING AND OTHER DIGITAL ADVERTISING CHANNELS; EMAIL MARKETING + MARKETING AUTOMATION; BIG DATA AND DIGITAL MARKETING; LINKEDIN FOR BUSINESS; INSTAGRAM, SNAPCHAT, YOUTUBE AND THE TEENAGER TARGET; DEEP WEB, THE BLOCKCHAIN AND INFORMATION DATA BROKERAGE; WORKING METHODS IN MARKETING (METHODS, TIME MANAGEMENT, PRICES AND ESTIMATES); NEW TRENDS AND FUTURE PROSPECTS. FIELD PROJECT WILL ALSO BE CARRIED OUT AND TACKLED CASE HISTORY</p>
12	<ul style="list-style-type: none"> • BIOMARKETING, GIULIANO NOCI, EGEA 2018 • INFINITE JEST, DAVID FOSTER WALLACE • NEURO WEB DESIGN. SUSAN M. WEINSCHENK • BLUE OCEAN STRATEGY, W. CHAN KIM • THE 22 IMMUTABLE LAWS OF MARKETING. AL RIES, JACK TROUT • THE ART OF WAR. SUN TZU
13	-
14	PARTICIPATED ANALYSIS OF A PERSONA PROJECT (TERM PAPER) IN WHICH THE STUDENT WILL HAVE CREATED A STRATEGIC AND OPERATIONAL DIGITAL MARKETING PLAN. QUESTIONS ON THE TOPICS COVERED IN THE COURSE.
15	ITALIAN