Syllabus

Course Description

Course Title	Digital marketing methods and consumer experience
Course Code	27517
Course Title Additional	
Scientific-Disciplinary Sector	INFO-01/A
Language	English
Degree Course	Master in Data Analytics for Economics and Management
Other Degree Courses (Loaned)	
Lecturers	Dott. Mag. Andrea Molinari, Andrea.Molinari@unibz.it https://www.unibz.it/en/faculties/engineering/academic-staff/person/3420
Teaching Assistant	
Semester	Second semester
Course Year/s	2
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The program of the course focuses on leveraging data to understand and predict consumer behavior. It includes techniques such as data mining, A/B testing, and marketing automation to optimize strategies. Emphasis is placed on digital channels, including social media, mobile, search, web, and email analytics. The goal is to enhance targeting and personalization of marketing communications across platforms.
Course Topics	• Digital Marketing technicalities: Internet and web media • Designing a marketing analytics program • predicting consumer behavior

	• Targeting and optimizing marketing communications through log analytics • Mobile marketing data • SEO and SEM • Web and email analytics • Marketing automation
Keywords	Digital Marketing Foundations , Marketing Analytics & Measurement, Consumer Insights & Predictive Modeling, Targeting, Optimization & Performance, Search & Traffic Acquisition, Marketing Technology & Automation
Recommended Prerequisites	- basic knowledge with data management tools and techniques - basic principles of economics
Propaedeutic Courses	
Teaching Format	Frontal lectures, exercises
Mandatory Attendance	Recommended, but not required.
Specific Educational Objectives and Learning Outcomes	Intended Learning Outcomes (ILO) ILO 1 Knowledge and understanding: ILO 1.1 Students will acquire knowledge and skills in the analysis of textual data and network structures, with particular attention to issues related to data security and privacy. ILO 1.2 Students will develop specialised knowledge within the economic and business domains, tailored to their areas of interest and essential for addressing decision-making and managerial challenges in both public and private organisations. This learning outcome emphasises an interdisciplinary approach to problem-solving and organisational analysis. ILO 1.3 Within the Business Analytics track, students will acquire knowledge of tools and methodologies essential for analysing and interpreting corporate and organisational data. This includes understanding business performance measurement, business models and their evolution, decision-support techniques, and performance measurement systems aligned with digitalisation and sustainability processes. Furthermore, students will develop competencies in managing marketing processes, with particular

	emphasis on digital and interactive marketing, and assessing the impact of digitalisation on marketing activities. ILO 2 Applying knowledge and understanding: ILO 2.1 Students will develop the ability to apply and implement techniques for analysing large-scale datasets and spatio-temporal data under conditions of uncertainty, through the design and development of algorithms. The goal is to ensure the utility, quality, and effectiveness of the analysis. ILO 2.2 Ability to use IT technologies, techniques and methodologies for the acquisition, management, integration, analysis and visualisation of large datasets, in order to ensure scalability in terms of dataset volume and acquisition speed. These skills relate in particular to large database and dataset management systems and related visualisation techniques, models and languages for expressing data semantics, learning techniques, decision-making models, information systems organisation, web search techniques and data flow management techniques. ILO 2.3 Students will demonstrate the ability to analyse business-related issues that underpin data-driven decision support by applying statistical models and computational modelling techniques. This outcome focuses on integrating quantitative methods to evaluate and optimise organisational decision-making processes. ILO 2.4 Students will demonstrate the ability to utilise and apply models designed for market analysis and for the formulation of economic policies. This outcome emphasises the integration of theoretical and empirical approaches to support evidence-based policy development and strategic decision-making. ILO 3 Making judgements: ILO 3.1 The student acquires the ability to apply acquired knowledge to interpret data in order to make directional and operational decisions in a business context. ILO 3.2 The student acquires the ability to apply acquired knowledge to support processes related to production, management and risk promotion activities and investment choices

	through the organisation, analysis and interpretation of complex databases. ILO4 Communication skills: ILO 4.1 The student acquires the ability to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers, depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication. ILO 5 Learning skills: ILO 5.1 The student acquires knowledge of scientific research tools. He/she will also be able to make autonomous use of information technology to carry out bibliographic research and investigations both for his/her own training and for further education. Furthermore, through the curricular teaching and the activities related to the preparation of the final thesis, she will be able to acquire the ability - to identify thematic connections and to establish relationships between methods of analysis and application contexts; - to frame a new problem in a systematic manner and to implement appropriate analysis solutions; - to formulate general statistical-econometric models from the phenomena studied.
Specific Educational Objectives and Learning Outcomes (additional info.)	- understanding of methods and advanced analytic tools for digital marketing analysis, product performance, consumer behavior prediction
Assessment	The final written exam aims at assessing skill 1 (Knowledge and understanding). The computer-based activities allow to verify skills 2, 3 and 4 (Applying knowledge and understanding, Making judgements, Communication skills). Autonomous study and individual preparation leading to class activities (e.g. flipped classrooms) and required to pass the writted exam indirectly verifies skill 5 (Learning skills)
Evaluation Criteria	Evaluation criteria for the written exam: understanding of procedures, correct application of methods and interpretation of results in the context of the given business situation. Solution of exam questions require clarity of presentation, selection of correct methodological approaches, ability to evaluate appropriateness of

	the methods and demonstration of critical thinking.
Required Readings	Materials provided by the user on OLE
Supplementary Readings	• none
Further Information	- none
Sustainable Development Goals (SDGs)	Quality education, Industry, innovation and infrastructure, Decent work and economic growth, Gender equality