Syllabus

Course Description

Course Title	Digital Marketing and Advertising
Course Code	76448
Course Title Additional	
Scientific-Disciplinary Sector	
Language	English; Italian
Degree Course	Bachelor in Informatics and Management of Digital Business
Other Degree Courses (Loaned)	
Lecturers	Dr. Oksana Tokarchuk, Oksana.Tokarchuk@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/30163
Teaching Assistant	
Semester	All semesters
Course Year/s	2
CP	12
Teaching Hours	72
Lab Hours	12
Individual Study Hours	216
Planned Office Hours	36
Contents Summary	- 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) - Understanding Consumer Behavior and Consumer Decision

	Making (factors influencing consumer behavior, decision making, decision making biases, user experience) - Understanding B2B Marketing (B2B marketing strategies, B2B customer journey mapping) - Content Marketing in B2C and B2B - Market Research in B2C and B2B (customer development approach, job to be done approach).
Course Topics	The following topics are covered: - Segmentation, targeting, and positioning - Marketing mix (product, pricing, and distribution strategy) - Branding - Fundamentals of advertising
Keywords	Marketing strategy, marketing mix, branding, communication, advertising
Recommended Prerequisites	None.
Propaedeutic Courses	
Teaching Format	Frontal lectures, case studies, student presentations, assignment.
Mandatory Attendance	Suggested, but not required. Non-attending students will be graded as explained in the "Assessment" and "Evaluation criteria" fields.
Specific Educational Objectives and Learning Outcomes	The course belongs to the type "attività formative affini o integrative – formazione affine". Module: Introduction to Digital Marketing and Advertising 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. Module: Analytics of Consumer Behaivor 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. 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.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	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. M1 (counts for 50% of the grade for the course Introduction to Digital Marketing and Advertising). Evaluation of attending and nonattending students on module M1 consists of • 50%: Course assignment on product segmentation • 50%: Written exam on the supplied theoretical materials 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. M2 (counts for 50% of the grade for the course Introduction to Digital Marketing and Advertising): Evaluation of attending and nonattending students on module M1 consists of • - 50%: project on consumer motivations and communication strategy • 50%: Written exam on the supplied theoretical materials

	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.
Evaluation Criteria	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 assignment report: 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 written 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: Kotler, P., Keller, K. L., Chernev, Ancarani, F., & Costabile, M. (2022). Marketing management 16/e. Pearson. Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it
Supplementary Readings	M1: Kane, B. (2020). *Hook point: How to stand out in a 3-second world*. Blackstone Audio.

	Kothand, M. (2017). *One Hour Content Plan: The Solotrepreneur's Guide to a Year's Worth of Blog Post Ideas in 60 Minutes and Creating Content that Sells and Hooks*. CreateSpace Independent Publishing Platform. Journal articles will be assigned during the course.
Further Information	
Sustainable Development Goals (SDGs)	Quality education

Course Module

Course Constituent Title	Introduction to Digital Marketing and Advertising
Course Code	76448A
Scientific-Disciplinary Sector	ECON-07/A
Language	Italian
Lecturers	Dr. Oksana Tokarchuk, Oksana.Tokarchuk@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/30163
Teaching Assistant	
Semester	First semester
CP	6
Responsible Lecturer	
Teaching Hours	36
Lab Hours	6
Individual Study Hours	108
Planned Office Hours	18
Contents Summary	• 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)
Course Topics	
Teaching Format	Frontal lectures, case studies, student presentations, assignment.
Required Readings	Kotler, P., Keller, K. L., Chernev, Ancarani, F., & Costabile, M. (2022). Marketing management 16/e. Pearson.
Supplementary Readings	Kane, B. (2020). *Hook point: How to stand out in a 3-second world*. Blackstone Audio. Kothand, M. (2017). *One Hour Content Plan: The Solotrepreneur's Guide to a Year's Worth of Blog Post Ideas in 60 Minutes and Creating Content that Sells and Hooks*. CreateSpace Independent Publishing Platform.

Course Module

Course Constituent Title	Advanced Topics in Digital Marketing and Advertising
Course Code	76448B
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Lecturers	
Teaching Assistant	
Semester	Second semester
CP	6
Responsible Lecturer	
Teaching Hours	36
Lab Hours	6
Individual Study Hours	108
Planned Office Hours	18
Contents Summary	- Understanding Consumer Behavior and Consumer Decision Making (factors influencing consumer behavior, decision making,

	decision making biases, user experience) - Understanding B2B Marketing (B2B marketing strategies, B2B customer journey mapping) - Content Marketing in B2C and B2B - Market Research in B2C and B2B (customer development approach, job to be done approach).
Course Topics	
Teaching Format	Frontal lectures, case studies, student presentations, assignment.
Required Readings	Solomon, M. R., Dahl, D. W., White, K., Zaichkowsky, J. L., & Polegato, R. (2019). *Consumer behavior: Buying, having, and being* (13th edition). London: Pearson. Hutt, M. D., Speh, T. W. & D. Hoffman (2023). *Business marketing management: B2B*. Cengage Learning
Supplementary Readings	Christensen, C. M. (2015). *The innovator's dilemma: when new technologies cause great firms to fail*. Harvard Business Review Press. Berger, J. (2016). *Contagious: Why things catch on*. Simon and Schuster. Cialdini, R. B. (2021). Influence, new and expanded: the psychology of persuasion.