

**COURSE OF STUDY Strategic Management and Digital Marketing**
**ACADEMIC YEAR 2023/2024**
**ACADEMIC SUBJECT Digital and Social Media Marketing**

General information	
Year of the course	<i>II</i>
Academic calendar (starting and ending date)	<i>II semester (February 19<sup>th</sup>-June 7<sup>th</sup> 2024)</i>
Credits (CFU/ETCS):	<b>8</b>
SSD	<i>SECS/P-08</i>
Language	<i>Italian</i>
Mode of attendance	<i>Not mandatory but it is recommended.</i>

Professor/ Lecturer	
Name and Surname	<b>Pierfelice Rosato</b>
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Telephone	-
Department and address	<i>Department of Economics and Finance. 53, Largo Abbazia Santa Scolastica, II floor (departments area)</i>
Virtual room	TEAMS – Channel “Ricevimento Studenti” <a href="https://teams.microsoft.com/l/team/19%3aq_73KAKBBACJ7antmPJBtuUfpaltCgorYvgiuLW0uYQ1%40thread.tacv2/conversations?groupId=dc3798fd-6cae-4b80-893b-13bb1486f4ad&amp;tenantId=c6328dc3-afdf-40ce-846d-326eead86d49">https://teams.microsoft.com/l/team/19%3aq_73KAKBBACJ7antmPJBtuUfpaltCgorYvgiuLW0uYQ1%40thread.tacv2/conversations?groupId=dc3798fd-6cae-4b80-893b-13bb1486f4ad&amp;tenantId=c6328dc3-afdf-40ce-846d-326eead86d49</a>
Office Hours (and modalities: e.g., by appointment, on line, etc.)	<b>From Monday to Friday, by appointment to be required by email</b>

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
<b>56</b>	<b>56</b>		
CFU/ETCS			
	<b>8</b>		

<b>Learning Objectives</b>	<i>The objective of the course is to deepen the challenges of Marketing in a digital world. Strategic choices, operational logic, tools and metrics are explored in order to create, communicate, offer and increase value for customers along their overall purchasing and use experience in a digital environment. The goal is twofold: (a) to understand the role of technologies in building marketing policies in a digital environment (big data, artificial intelligence, virtual reality, augmented reality, robotics); (b) define strategies and actions for sales through digital channels (e-commerce) and presence on social media</i>
<b>Course prerequisites</b>	<i>Basic knowledge of Business Management and Marketing</i>

<b>Teaching strategie</b>	<i>The course is characterized by an active and frequent involvement of the students in order to develop critical sense of the subject. In addition, examples and</i>
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	<i>practical cases will be presented. The lectures are systematically supported by the use of PowerPoint presentations with the aim of stimulating active and critical participation by the students.</i>
<b>Expected learning outcomes in terms of</b>	
<b>Knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>o knowledge of the topics;</li> <li>o ability to analyze critically and frame the current challenges in terms of marketing management, by recognizing the specific elements associated with the topics covered by the course.</li> </ul>
<b>Applying knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>o recognition, comment and contextualization of the logic underlying the topics of the course, of the various marketing management tools presented and of the marketing metrics.</li> <li>o self-assessment and ongoing evaluation during lessons and presentation of case studies</li> </ul>
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choices</i> <i>This course will allow students to:</i> <i>o critically re-elaborate the contents, relating knowledge in a transversal and multidisciplinary way, also by applying them to different situations, both thematically and methodologically;</i>  <i>o correctly use all methods and tools from a marketing perspective.</i></li> <li>• <i>Communicating knowledge and understanding</i> <i>This course will allow to:</i> <i>o acquire a good degree of control of the written and oral language code through the direct involvement of the students in classroom presentations – (through seminars and multimedia tools) of ongoing thematic insights based on examples.</i>  <i>o experience the 'team work' form in an integrated, interdisciplinary and complementary way, with diversified and defined levels of autonomy.</i></li> <li>• <i>Capacities to continue learning</i> <i>In order to become increasingly autonomous in research activity, the course aims at:</i>  <i>o stimulating the constant self-assessment of the skills acquired</i>  <i>o integrating the various sectors points of view in organically constituted synthesis frameworks</i>  <i>o the ability to learn is also enhanced and monitored during the lectures, the seminar activities,, the exercises - organized with the active and original participation of the students.</i></li> <li>• <i>the acquired learning ability will also allow to work in full autonomy by integrating the training and experiential path also in research contexts. Making informed judgments and choices</i></li> </ul>
<b>Syllabus</b>	
<b>Content knowledge</b>	<i>The course aims at exploring the themes of digital marketing and social media through an evolutionary analysis of the role of technology and the web and social</i>

	<p><i>media in transforming marketing processes and activities. Specifically, the following topics will be explored:</i></p> <ol style="list-style-type: none"> <li>1. <i>The evolution of Marketing: the link between Marketing and Technology</i></li> <li>2. <i>Digital Transformation and Marketing</i></li> <li>3. <i>Artificial intelligence and Big data in Marketing processes</i></li> <li>4. <i>Simulation technologies in Marketing strategies: virtual reality, augmented reality and humanoid robotics</i></li> <li>5. <i>Digital Marketing: definition and digital strategy</i></li> <li>6. <i>The e-commerce strategy</i></li> <li>7. <i>Communication on social media: introductory aspects</i></li> <li>8. <i>Digital Advertising</i></li> <li>9. <i>Search Engine Marketing</i></li> <li>10. <i>Search Engine Optimization (SEO)</i></li> <li>11. <i>Banner Advertising</i></li> <li>12. <i>Customer Care and Customer Satisfaction</i></li> </ol>
<b>Texts and readings</b>	<i>The professor reserves the right to present the reference text at the beginning of the course</i>
<b>Notes, additional materials</b>	<i>Supplementary material will be made available through the Teams platform on a channel dedicated to the course which will be opened at the beginning of the course</i>
<b>Repository</b>	<i>Supplementary material will be made available through the Teams platform on a channel dedicated to the course which will be opened at the beginning of the course</i>

<b>Assessment</b>	
Assessment methods	<p><i>The final test consists of an oral exam.</i></p> <p><i>The course does not include an intermediate test.</i></p>
Assessment criteria	<ul style="list-style-type: none"> <li>• Knowledge and understanding <ul style="list-style-type: none"> <li>o knowledge of managerial issues related to digital management</li> <li>o ability to analyze and frame issues associated with marketing</li> </ul> </li> <li>• Applying knowledge and understanding <ul style="list-style-type: none"> <li>o recognition, comment and contextualization of digital management tools;</li> <li>o self-assessment and ongoing evaluation during seminar lessons and case presentations</li> </ul> </li> <li>• Autonomy of judgment <ul style="list-style-type: none"> <li>o critical re-elaboration of the contents;</li> <li>o correct use of tools and methods;</li> <li>o correct and integrated use of all types of sources.</li> </ul> </li> <li>• Communication skills <ul style="list-style-type: none"> <li>o description and interpretation, through the use of specific terminology</li> </ul> </li> <li>• Capacities to continue learning <ul style="list-style-type: none"> <li>o being able to critically manage the specific bibliography and the essential research tools;</li> <li>o ability to describe and interpret the topics of the course in a management and marketing perspective</li> </ul> </li> </ul>
Final exam and grading criteria	<i>During the exam, the knowledge of the topics of the course and the ability to apply the contents of the course will be assessed, also through the discussion of case studies. The students must demonstrate to have acquired sufficient knowledge in all the topics of the course. The final mark will be assigned also by</i>

	<i>evaluating the ability of analysis and synthesis, the ability to make connections between the various and interdisciplinary themes, as well as the quality of the exposition.</i>
<b>Further information</b>	During the course, seminars on specific topics may be scheduled by teachers and/or experts who will discuss about successful (or unsuccessful) experiences.
	<p>Degree Thesis</p> <p>The topics covered by the degree thesis must be oriented towards specific topics covered by the course.</p> <p>The work setting is aimed at acquiring and developing the following skills:</p> <ul style="list-style-type: none"> <li>- collecting and critically managing a thematic bibliography (Italian and/or a foreign one);</li> <li>- re-elaborating the collected information, by proposing a personal perspective of the topics;</li> <li>- organizing a thematic development in a coherent and methodologically correct way, from the analytical approach to the synthesis contextualization , learning to circumscribe the topic.</li> </ul> <p>The exam calendar is published on the notice boards of the Degree Course and made available on the website of the same Degree Course. To register for the exam, it is necessary to book it through the Esse3 system.</p>