Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

Syllabus
Course description

Course title	**Digital marketing methods and consumer experience**
Course code	27517
Scientific sector	INF/01
Degree	Master in Data Analytics for Economics and Management – curriculum Business Analytics
Semester and academic year	tbd 2023/2024
Year	2nd study year
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	-
Total exercise hours	-
Attendance	suggested, but not required
Prerequisites	not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/master-data-analytics-economics-management/

Specific educational objectives	The course refers to the complementary educational activities chosen by the student. The course examines the fundamental principles related to design and implementation of digital marketing strategy, and provides a detailed understanding of all digital channels and platforms. Participants will complete the course with a comprehensive knowledge of how to develop an integrated digital marketing strategy, from formulation to implementation. At the end of the course student will be able to: 1. Identify big trends in digital marketing; 2. Understand and apply the use of digital technologies for analyzing customer needs; 3. Recognize the impact of digitalization on customer value; 4. Explain the use of digital technologies for communicating with customers, promoting brands and sells products/services through ecommerce platforms.

Lecturer	TBD

Scientific sector of the lecturer	INF/01
Teaching language	English
Office hours	TBD
List of topics covered	• Designing a marketing analytics program • Data mining and predicting consumer behavior • Targeting and optimizing marketing communications through social media analytics and digital platforms • Mobile marketing data • Search data • Web and email analytics • Marketing automation • Experiments with A/B testing
Teaching format	Frontal lectures, exercises, projects.

Learning outcomes	1) **Knowledge and understanding**: At the end of the course student will be able to understand the concept and intuition behind data mining methods and advanced analytic tools for marketing, identify social and business problems that can be solved using data mining, understand data mining tools and techniques to predict consumer behaviour and marketing data. 2) **Applying knowledge and understanding**: At the end of the course student will be able toIdentify the challenges associated to the key strategic marketing decisions, set up and frame the data to inform a marketing decision making process, make sense of the collected data mastering the proper implementation of quantitative analyses, synthesize and craft a systematic reporting to support marketing decision making. 3) **Making judgements**: The student, through the use of the methodologies acquired during the course, will acquire problem analysis skills and the ability to identify the information necessary for their solution. Specifically, problem solving, self-management, teamwork, relationship and communication skills will be adequately developed, which enhance and make the disciplinary skills more usable. 4) **Communication skills**: At the end of the course the student will be able to use the business and technical vocabulary of Digital marketing. Through the various activities that will take place during the course – lessons with discussion, written tests, workshops – the student will be able to put these communication skills into practice, by

	adapting the terms used to the interlocutor in the specific case, thus gaining rhetorical skills necessary for his/her professional career. 5) **Learning skills**: The knowledge acquired during the course will allow the student to autonomously understand and interpret digital marketing and customer experience models and adapt them to the specific reference context. The student will develop a solid knowledge of the fundamental aspects of the subject that will allow him to continue to deepen the topics addressed independently and to undertake the various post-graduate professional training courses.

Assessment	Final written exam and 3 homework projects where models and techniques illustrated in the course are implemented. The final homework project will be a group project consisting of a class presentation. The final written exam aims at assessing skill 1 (Knowledge and understanding). The computer-based group project allows 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)
Assessment language	English
Evaluation criteria and criteria for awarding marks	The final written exam is 40% of the final grade whil each homework project is worth 20% of the final grade. For non-attending students the final grade is based solely on the written exam. 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. Solutions the problems in the homework projects and the class presentation require clarity of presentation, selection of correct methodological approaches, ability to evaluate appropriateness of the methods and demonstration of critical thinking.

Required readings	TBD
Supplementary readings	TBD