



30520 – DIGITAL MARKETING

Instructors

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Course Summary:

Digital technologies have changed our lives.

As individuals as well as consumers, we actively rely on web search, social networks and blogs for getting information about products and brands, and we increasingly buy through e-commerce platforms.

Furthermore, digital products allow companies to disentangle the “black box” of consumption through gathering information on the way products are used. Digital products are becoming part of consumers’ life; through them, companies can learn a lot of thing on the way consumers behave. Recent development along this route, digital assistants like Amazon Alexa or Google Home, are redefining both the way people consume and the way companies design their value propositions and take them to the market.

This big change requires firms to consistently review their marketing strategies. Digital techs provide new ways for better understanding customer needs, new opportunities for differentiating brands, new medias to develop and manage customer relationship.

The course examines the fundamental principles of a 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.

Learning Goals:

At the end of the course student will be able to:

1. Identify big trends in digital marketing;
2. Understand the use of digital technologies for analyzing customer needs;
3. Recognize the impact of digitalization on customer value and customer journey;
4. Explain the use of digital technologies for communicating with customers, promoting brands and sells products/services through ecommerce platforms.

Assessment Methods:

- 40% "learning in action" assignments in small groups (business game)
- 60% individual written exam on July 18th

Materials

Material of the course (slides, readings, case studies), will be assigned by instructors.

Office hours:

Office hours are available at upon request via email to the course instructors.

Course secretary:

Mrs. Katia Piersantelli, katia.piersantelli@unibocconi.it
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Honor Code

Università Bocconi conceives of education as an ongoing process that stretches across a person's entire professional life. The University hopes that the entire Bocconi community will respect the values of fairness and correctness associated with it, values which inspire and guide the conduct of all community members as they pursue common objectives and a shared mission. The Università Bocconi Honor Code is published at <http://www.unibocconi.eu/honorcode>. We encourage all students to read it

LIVE SESSIONS				
#	Date / hour	Time Slot	Topic	Instructor
1	Mon. 06.30	2-5 pm	Introduction to the course and ice-breaking	CC/AC
2	Tue. 07.01	2-5 pm	Introduction to the Business Game <i>Business game: round 0</i>	CC
3	Wed. 07.02	9:30 am - 12:30 pm	Big Trends in Digitization	AC
4	Thu. 07.03	9:30 am - 12:30 pm	Data-Driven Marketing: a New Paradigm	AC
5	Fri. 07.04	9:30 am - 12:30 pm	Company visit (JAKALA)	CC
6	Mon. 07.07	9:30 am - 12:30 pm	Digital marketing and Customer Value <i>Business game: round 1</i>	CC
7	Mon. 07.07	2-5 pm	Digital marketing and Customer Value <i>Business game: round 2</i>	CC
8	Tue. 07.08	9:30 am - 12:30 pm	Analyzing the customer journey Guest Speaker (Matteo Mucci)	CC
9	Wed. 07.09	9:30 am - 12:30 pm	Digital Communication Ecosystem: Search Engines, Display and Social Media	AC
10	Wed. 07.09	2-5 pm	Digital Communication Ecosystem: Search Engines, Display and Social Media (follows)	AC
11	Wed. 07.10	9:30 am - 12:30 pm	Designing the customer value <i>Business game: round 3</i>	
12	Fri. 07.11	9:30 am - 12:30 pm	AI and Marketing Automation	AC
13	Mon. 07.14	9:30 am - 12:30 pm	Understanding the customer value <i>Business game: round 4</i>	CC
14	Tue. 07.15	9:30 am - 12:30 pm	Company visit (Ancorotti Cosmetics)	AC/CC
15	Tue. 07.15	2 pm - 5 pm	Company visit	AC/CC
16	Wed. 07.16	9:30 am - 12:30 pm	<i>Business game: round 5</i> Wrap up and Conclusion	AC/CC
	Fri. 07.18	10 am	Final Written Exam	

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ACADEMIC AFFAIRS
Director

(ROBERTO GRASSI)

