Web Marketing & Digital Advertising

Course introduction
Agenda

01 PREMISE
02 SOME INFO
03 GRADING METHOD
04 COURSE PROGRAM
OPTIMISM, ENERGY, WILLINGNESS, EFFORT

PATIENCE

PATIENCE

PATIENCE
Many limitations
Basic rules

CORONAVIRUS INSTRUCTION

- No crowd
- Wear a mask
- Stay home
- Wash food
- No handshake
- Cough etiquette
- Wear gloves outside
- Disinfect phone
- No face touch
- Wash hands
- Disinfect hands
- Keep distance
01 Compulsory roll call
In-class students must be controlled. Some time at the beginning of the lecture will be devoted to this activity

02 Hardware devices
You are warmly recommended to bring your devices also into class

03 Follow the rules
Read carefully the University rules and respect them wherever you are
Something about me ...
1973
WE STOOD UP TO SWITCH CHANNELS
THEY USED TO CALL THEM PORTABLE RADIOS
Meet the robots
Meet Alexa
Meet IKEA
Meet PEPSI
Computer technology is now progressing more each hour than it did in its entire first 90 years
Course materials

- Slides and Articles: Presentations uploaded on the website, scientific articles
- Professional Materials: Infographics, business reports
- Real Cases: Launched in class, group works
- Practitioners: Managers, experts, etc.
- Videos: YouTube, TED talks, company videos, etc.
PROCEDURE TO DOWNLOAD FROM WEBSITE PRIVATE AREA

- www.lumsa.it
- Low right-hand side ‘area riservata’ http://www.lumsa.it/user

- User name: studente_nosi1
- Password: webmarketing_nosi

- Select download area from menu corsi>>docenti LUMSA or pagina corso>>docenti

- ‘Logout’ at the end
MATERIALS WILL BE UPLOADED ONLY AFTER THE RELATED LECTURE IS CONCLUDED
Grading methods
- GIVEN THAT (HOPEFULLY) THE COURSE IS HIGHLY INTERACTIVE, DIFFERENT GRADING METHODS ARE USED FOR
- ATTENDING STUDENTS
- NON-ATTENDING STUDENTS
GRADING METHOD
ATTENDING STUDENTS

15% of the final grade

IN-CLASS????

classroom presence and the active participation in the discussions that will be launched during the lectures.

Such interventions can be constituted by critical comments on scientific articles on Web Marketing and Digital Communication themes, business cases, significant news in the field, etc.
GRADING METHOD
ATTENDING STUDENTS

35% of the final grade

REAL CASES
During the semester, business cases will be presented and students will be faced with resolving real issues and will have to provide written documents/in class presentations.
GRADING METHOD
ATTENDING STUDENTS
50% of the final grade

WEB MARKETING CAMPAIGN
Students (in groups of up to 5 people) will be asked to draft a web marketing campaign on a real case and make an in-class presentation.
Creativity (within limits of good taste) is strongly encouraged!
GUIDELINES

Plagiarism instead is not allowed!

Your work must be truly yours!
You should consider any ethical implications of your ideas and analyses.
The assignments are intended to “tap” your ability to apply marketing ideas to managerial situations.

The most important thing to ask yourself is:

“Would this kind of analysis be valuable to a manager paying me as a consultant?”
- Knowledge of the topic
- Knowledge of relevant marketing-related topics and tools
- Creativity
- Appropriateness of language
- Clarity of expression
The oral examination is **OPTIONAL**

Depending on the outcome of the oral exam, the grade obtained in the other assignments may be increased or decreased by a maximum of **three points**
GRADING METHOD
NON-ATTENDING STUDENTS

100% of the final grade

Written exam, lasting 60 minutes, consists of 3 open questions

- Maximum length of answer 1 page with defined number of lines
- 10 points per question
- The maximum score that can be obtained is 30/30
- Knowledge of the requested topics
- Ability to contextualize the requested topics within the course overall themes
- Appropriateness of language
- Clarity of expression
- Ability to synthesize
The oral examination is **OPTIONAL** also for non-attending students.

Depending on the outcome of the oral exam, the grade obtained in the other assignments may be **increased or decreased** by a maximum of **three points**.
The course program
LECTURES

- MONDAY 14.00-16.00 (START AT 14.00)
- TUESDAY 11.00-14.00 (START AT 11.00 AND WE TAKE A BREAK)

- ACADEMIC HOURS **LAST 45 MINUTES**

- OFFICE HOURS:
  - ONLY ONLINE VIA MEET, BY APPOINTMENT
WHAT TO EXPECT FROM THE COURSE

- Understand the marketing principles in the digital era
- Understand the marketing management process
- Understand the characteristics of post-modern consumers
- Develop analytical capabilities
- Develop strategic thinking

DO NOT EXPECT TECHNICALITIES
HOW MARKETING HAS EVOLVED

- Traditional marketing and marketing management
- The service-dominant logic and the contemporary marketing paradigm
- The digital ecosystem
- Digitization and business models
- Digital marketing
- https://2012books.lardbucket.org/pdfs/marketing-principles-v2.0.pdf
- Research and monitoring
- Marketing researches: web-centric and web-enabled
- Different research methods used in the digital era
CONSUMER BEHAVIOR

- Traditional consumer behavior
- The contemporary consumer
- The meaning of consumption
- From “destroyer” to “co-creator”
- Purchasing decision model
- Purchasing funnel
- Customer journey and customer experience
<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Place</th>
<th>Promotion</th>
</tr>
</thead>
</table>

**OPERATIONS**