Web Marketing & Digital Advertising
Academic Year 2019-2020

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Office hours: Monday 15:00, Room 7 Giubileo building (1st floor) ALWAYS CHECK ONLINE!!!!
Welcome to the course of Web Marketing & Digital Advertising

(3rd edition)
A few words about me…

first my CV
IT WAS 1973 ... 

This is me

This is my brother Cristiano
TODAY WE SEE THIS
WE STOOD UP TO SWITCH CHANNELS …
THEY CALLED THEM PORTABLE RADIOS …
LET’S SEE THIS

- Hotel robots
AND THIS...

- Amazon echo
THIS HAS CHANGED THE WAY MARKETING IS DONE

IKEA
THIS HAS CHANGED THE WAY MARKETING IS DONE

- PEPSI MAX
EXHIBIT 2 | The Pace of Disruption Has Increased Exponentially

Digital technologies have a huge reach ... 
... and are spreading more and more quickly

<table>
<thead>
<tr>
<th>Technology</th>
<th>Time to reach 100 million users worldwide</th>
<th>Year of launch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telephone</td>
<td>75 years</td>
<td>1878</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>16 years</td>
<td>1979</td>
</tr>
<tr>
<td>World Wide Web</td>
<td>7 years</td>
<td>1990</td>
</tr>
<tr>
<td>iTunes</td>
<td>6 years, 5 months</td>
<td>2003</td>
</tr>
<tr>
<td>Facebook</td>
<td>4 years, 6 months</td>
<td>2004</td>
</tr>
<tr>
<td>Apple App Store</td>
<td>2 years, 2 months</td>
<td>2008</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>3 years, 4 months</td>
<td>2009</td>
</tr>
<tr>
<td>Instagram</td>
<td>2 years, 4 months</td>
<td>2010</td>
</tr>
<tr>
<td>Candy Crush Saga</td>
<td>1 year, 3 months</td>
<td>2012</td>
</tr>
</tbody>
</table>

Sources: ITU; Statista; BCG research; Telephone: ITU; mobile phone: ITU (the base year is considered the start of the first cellular network), mobilephonehistory.co.uk; World Wide Web: Scientific American, Internet Live Stats; iTunes: number of accounts, Fortune; Facebook: active monthly users, Facebook; Apple App Store: number of accounts, OS X Daily, VentureBeat; WhatsApp: active users, Wired, Digital Quarterly; Instagram: monthly users, TechCrunch; Candy Crush Saga: Facebook users only, AppMtr.com.
LET’S WATCH THIS
Computer technology is now progressing more each hour than it did in its entire first 90 years.
HANDBOOK?

KEEP UP WITH INNOVATION PACE
COURSE MATERIALS

- Slides
- Book chapters
- Articles
- Business reports
- Real cases
- Entrepreneurs/managers
- Online videos
- Infographics
- Ted talks
WHERE TO FIND THE COURSE MATERIALS

- Download from website private area (see how)
- Free download from Internet
- Electronic resources of LUMSA online library

**Download from 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
given that the course is based on a highly experiential and interactive type of teaching, a different way for verifying the achieved learning outcomes for

- attending and
- non-attending students

is provided
15% of the final grade consists in the 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.
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.

The evaluation of these assignments accounts for 35% of the overall evaluation.
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.

The plan evaluation represents **50% of the overall assessment**.
Creativity (within limits of good taste) is strongly encouraged!
ASSIGNMENTS 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?”
EVALUATION CRITERIA

- 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
NON ATTENDING STUDENTS

- 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
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.
EVALUATION CRITERIA

- 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
FOR THOSE WHO WANT TO...

- The project work partners
- And its organization...
WHY THE MARKETING AWARD?

- Today team working is essential to succeed
- It is a real case!!
- Because Pastificio Di Martino has a real problem with its value proposition
- We can meet the company's top management
- Thousands of Italian students will compete
- Great benefits from participation and rewards if we are good
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
- Web marketing
MARKETING FUNDAMENTALS MANUALS

- [link](https://www.boeken.com/file/ebooksample/9789001856908_h1.pdf)
- [link](https://htbiblio.yolasite.com/resources/Marketing%20Book.pdf)
- [link](https://2012books.lardbucket.org/pdfs/marketing-principles-v2.0.pdf)
CONSUMER BEHAVIOR IN THE DIGITAL ERA

- 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
MARKETING RESEARCHES AND THE INTERNET

- Research and monitoring
  - Marketing researches: web-centric and web-enabled
  - Big data
ONLINE VALUE PROPOSITION

- Managing the value proposition in the digital ecosystem
  - Management of the online user experience
  - e-Product
  - e-Price
  - e-Commerce
- Social media management and marketing
CHICKEN-AND-EGG PROBLEM

Chicken or Egg?
FIRST “TYPICAL” SITUATION TO AVOID

- **Saturday night 23.58**

- Student sends mail starting with:
  - Prof. I’m sorry if I bother you …

- Don’t be sorry because I am not always online and even if I am, I’m maybe doing something else.
SECOND “TYPICAL” SITUATION TO AVOID

- Late evening the day before a lecture 20.30

- Student sends mail starting saying:
  - Prof. I would like to know if tomorrow ... 

- Note the difference between working time and spare time.
THIRD “TYPICAL” SITUATION TO AVOID

- ANY DAY

- Question by a student: Hi Prof., I would like to ask you ...

- Answer: ok it’s fine

- Question: no, but I thought ...

- Answer: this is also fine

- Question: No, I was wondering...

- ......

THE E-MAIL IS NOT A CHAT!
Thank you!