UNIVERSITÀ DI PISA

TECHNOLOGIES FOR WEB MARKETING

SALVATORE RUGGIERI

Academic year	2019/20
Course	DATA SCIENCE AND BUSINESS INFORMATICS
Code	537AA
Credits	6

Modules	Area	Type	Hours	Teacher(s)
TECHNOLOGIES FOR WEB MARKETING	INF/01	LEZIONI	48	SALVATORE RUGGIERI

Obiettivi di apprendimento

Conoscenze
The student who completes the course successfully will have a solid knowledge about information technologies for marketing decisions in the web, on how to adversite effectively, on how to track users and explore web metric summaries, on how to improve/personalize the customer experience on a web site, on how to invest available resources, and on how measure success in using web marketing technologies.

Modalità di verifica delle conoscenze
The student will be assessed on his/her demonstrated ability to discuss the course contents using the appropriate terminology, and to apply the web marketing techniques and tools to proposed case studies.

Capacità
The student will be able to understand and classify the large number of problems that arise in the application field of web marketing.

Modalità di verifica delle capacità
Attending students will do a group project, with the purpose of assessing skills in the design of a marketing champaign.
Skills of non-attending students will be assessed through exercises at the written exam and oral discussion.

Comportamenti
The student will be aware of the many privacy and legal issues related to web tracking, user profiling, and to the application of advertising, personalization and social media marketing strategies.

Modalità di verifica dei comportamenti
Ethical and legally-complaiant behavior of students will be assessed during project developement and/or at the oral exam.

Prerequisiti (conoscenze iniziali)
Some knowledge of how the Internet as a network, and some Internet programming (HTML, Javascript). Students must be fluent in English (the course is part of a Master degree held in English).

Indicazioni metodologiche
Delivery: face to face classes in English
Learning activities:

- attending lectures
- participation in seminars by companies and/or professional experts
- participation in discussions
- individual study
- exercises (with free tools)
- group project

Attendance: strongly dvised
Teaching methods:

- Lectures
- Company and expert seminars

Sector case studies will be presented, possibly during seminars, with active participation of students. Tools for web analytics and web marketing will be also demonstrated and used by students.

Programma (contenuti dell'insegnamento)

Web analytics is the collection, measurement, analysis and reporting of Internet data (web, mobile, social media, email) for purposes of deep customer and market understanding and for digital service optimization. The course presents web analytics methods, algorithms, strategies and tools with applications to web personalization for improving user experience, to web marketing and advertising for improving visibility, to search engine optimization for improving ranking, and social media analysis for improving reachability and understanding opinions.

Bibliografia e materiale didattico

Recommended reading includes selected chapters from:
Michael Miller. The Ultimate Web Marketing Guide. Pearson, 2011.
Brian Clifton. Advanced Web Metrics with Google Analytics. Wiley, 2012 (3rd edition).
Avinash Kaushik. Web Analytics 2.0. Wiley, 2010.
Eric Enge et al. The Art of SEO. O'Reilly, 2012
Further bibliography will be indicated at the web site.

Indicazioni per non frequentanti

Non-attending students cannot do the project. All the rest remains unchanged.

Modalità d'esame

The exam consists of a written part and an oral part. The written part lasts 2 hours and it includes open questions and exercises. Each exercises is assigned a grade. Students are admitted to the oral part if their total score is at least 18/30. The oral part consists of open questions on the topics of the course and on the use of software tools. Attending students may replace the written part with a project to be done in groups throughout the course.
Online exams: during the COVID-19 restrictions, there will be only an oral test. Students will connect to Google Meet (room code: 537AA) and will activate both microphone and web-cam. Upon request, students will share their screen. The oral test will start with 4 screening questions/small exercises regarding basic notions of the course contents. The oral will be stopped if 2 or more answers are incorrect, and the exam will be considered failed.

Pagina web del corso

http://pages.di.unipi.it/ruggieri/teaching/twm

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