



UNIVERSITÀ DI PISA

TECHNOLOGIES FOR WEB MARKETING

ROURAB PAUL

Anno accademico	2023/24
CdS	DATA SCIENCE AND BUSINESS INFORMATICS
Codice	537AA
CFU	6

Moduli	Settore/i	Tipo	Ore	Docente/i
TECHNOLOGIES FOR WEB MARKETING	INF/01	LEZIONI	48	ROURAB PAUL

Programma (contenuti dell'insegnamento)

- Part I: web analytics
- Part II: web personalization
- Part III: search engine optimization - SEO
- Part IV: web advertising and search engine marketing - SEM
- Part V: social media marketing - SMM
- other issues and case studies
 - Local and mobile marketing, ethical issues, case studies

about 2 weeks for each topic, including

- a few seminars by invited speakers from industry
 - attendance is mandatory, or replaced by additional readings

Modalità d'esame

- Standard exam
 - Written exam
 - 2 hours
 - Open questions and exercises
 - Oral exam
 - Discussion of written exam
 - Questions about course topics

- Another Option

Nonprofit Marketing Immersion groups

- Participation in seminars
 - at least 67% of seminars
- Oral exam (on individual basis)
 - Discussion of project
 - Questions about course topics
 - Oral before 30th June

Pagina web del corso

<https://rourab.com/leclist.php?sub=TWM&year=2023-2024>

Note

A substantial part of the teaching material is derived from the previous editions of the TWM course held by Laura Pollacci, Salvatore Ruggieri & Lucia Passaro



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