



UNIVERSITÀ DI PISA

TECHNOLOGIES FOR WEB MARKETING

SALVATORE RUGGIERI

Anno accademico	2017/18
CdS	INFORMATICA PER L'ECONOMIA E PER L'AZIENDA (BUSINESS INFORMATICS)
Codice	537AA
CFU	6

Moduli	Settore/i	Tipo	Ore	Docente/i
TECNOLOGIE PER IL WEB INF/01 MARKETING		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 market effectively, on how to being truly connected with customers, on how to improve the customer experience on a web site, on how to invest available resources, and on how measure success using web marketing technologies.

Modalità di verifica delle conoscenze

The student will be assessed on his/her demonstrated ability to discuss the main course contents using the appropriate terminology, and to apply the web marketing techniques to proposed case studies. Written exam consists of a 2 hours test with problem solving questions. Oral exam consists of a discussion of the written exam, and open questions on the topics of the course.

Methods:

- Final written exam (maybe replace by project in groups for students who regularly attend classes)
- Final oral exam

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 by participating in the Google Online Marketing Challenge. The project will assess skills in the design of a marketing campaign.

Skills of non-attending students will be assessed through exercises at the written exam and oral discussion.

Comportamenti

The student will have 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-compliant behavior of students will be assessed during project development 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).

Prerequisiti per studi successivi

The course provides basic notions for fruitfully attending the course Programmatic Advertising (634AA).

Indicazioni metodologiche



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Delivery: face to face classes in English

Learning activities:

- attending lectures
- participation in seminar
- participation in discussions
- individual study
- group project

Attendance: Advised

Teaching methods:

- Lectures
- Company and expert seminars

Sector case studies (see above) will be presented, possibly in 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

R. Zafarani et al. Social Media Mining: An Introduction. Cambridge University Press, 2014.

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 includes open questions and exercises. The oral part consists of open questions on the topics of the course. Attending students may replace the written part with a project to be done in groups throughout the course.

Pagina web del corso

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

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