



# UNIVERSITÀ DI PISA

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## 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



*Ultimo aggiornamento 26/02/2024 10:23*