Digital marketing tools

Lecturers: Cristiano Toni, Gianluca Pedrazzini

Language

English

Course description and objectives

The course covers the basics concepts of digital analytics and drives students into learning digital analytics from both a managerial and technical perspective. It examines a variety of digital tools, definitions, techniques and properties that can be applied across various channels including Google Analytics web platform.

Upon successful completion of this course, students should be able to:
- Read and understand in a proper way the main key metrics of digital analytics
- Manage web and social analytics principles to drive marketing campaign or strategies
- Setting and developing social listening project

Audience

The course is open to all Bocconi students. In particular, it is targeted at:
- Those who want to approach the digital marketing and communication from a quantitative point of view
- Those who want to develop their career in marketing and communication and need to gain an understanding of the fundamentals of digital analytics methodologies and the marketplace
- Those who want to enrich their curriculum

Prerequisites

- A basic knowledge of Internet tools and a good proficiency working in Windows environment
- To have attended at least one digital marketing course

Guidelines

Registration:

You can sign up for the course only through the yoU@B student Diary, in the " **sign-up for various activities**" box (please note that the box appears only when registrations open. Before then it will not be visible).

You can only cancel your registration by Diary **no later** than the registration deadline for the course itself. <u>No other ways of cancellation are allowed</u>.

Registration will be confirmed a few days before the start of the course through a message posted in the yoU@B student Diary.

Attendance:

- Attendance of **75% or more** of class hours: obtainment of the **Open Badge**
- Attendance of **less than 25%** of class hours: **blacklisting**

Duration

18 hours

Teaching mode

This course will be only taught in person. Online mode will not be provided.

Calendar

Lecture	Date	Time	Room
1	Mon 10/06/2024	18.15 - 19.45	5 (Sarfatti)
2	Tue 11/06/2024	18.15 - 19.45	5 (Sarfatti)
3	Mon 17/06/2024	18.15 - 19.45	5 (Sarfatti)
4	Tue 18/06/2024	18.15 - 19.45	5 (Sarfatti)
5	Wed 19/06/2024	18.15 - 19.45	5 (Sarfatti)
6	Mon 24/06/2024	18.15 - 19.45	5 (Sarfatti)
7	Tue 25/06/2024	18.15 - 19.45	5 (Sarfatti)
8	Mon 01/07/2024	18.15 - 19.45	5 (Sarfatti)
9	Tue 02/07/2024	16.30 - 18.00	5 (Sarfatti)

Note: lessons will be held in the traditional room and **all the students have to bring their own device**.

Syllabus of the course

Lecture	Topics

1   **Getting started with Web analytics**
- The digital media: owned, earned and paid media
- Digital Analytics platforms overview
- Getting started with digital analytics
- Main KPIs about website analytics
- Understanding and using Google Analytics data
- Navigating Google Analytics reports
- Navigating Conversions reports

2   **Google Tag Manager Fundamentals**
- Starting out with Google Tag Manager
- Setting up Google Tag Manager
- Collecting data using the Data Layer, Variables, and Events
- Using additional tags for marketing and remarketing

3   **Introduction to e-commerce analysis & social analytics**
- Understanding customers
- Understanding shopping behavior
- Attracting new users
- Measuring behavior
- Facebook Analytics
- Twitter Insights

4   **Social analytics & User Generated Contents**
- Definition of User Generated Contents
- Getting started with Web Listening
- Main KPIs about web listening
- Main web listening platforms
- Free tools for web listening analysis

5   **Legal aspects for digital marketing**
- Privacy and data protection
- GDPR key principles
- Security of personal data
- Intellectual property issues

Software used

Google Analytics, Talkwalker Platform, Facebook Analytics, Twitter Insights, YouTube Analytics

Suggested bibliography

The lecturer will provide bibliography references during the course.

Available seats

This activity is limited to **110** participants. Registrations cannot be carried out once this number has been reached or after closing of the registration period.