



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Digital Marketing Principles

PROF. MIRKO OLIVIERI

Area of study:	Business and economics
Area Code:	IB/MK310
Method of Instruction:	In-person

Description

In today's business environment, digital marketing plays a crucial role in helping companies to connect with customers, build brand awareness, and effectively positioning the brand in competitive markets. This course provides a comprehensive introduction to the core principles and practices of digital marketing. Particularly, it explores the fundamental concepts, strategies, practices and tools used by organizations. Through a mix of theoretical insights and practical applications, students will learn how to develop and implement effective digital marketing strategies.

Course objectives can be synthesized as follows:

- To provide students with a solid understanding of the principles of digital marketing.
- To develop the practical skills and knowledge required to plan, execute, and optimize digital marketing campaigns.
- To adopt multiple tools and channels for digital marketing campaigns.
- To effectively design digital marketing strategies for enhancing customer engagement, brand positioning, and business performance.

COURSE CONTENTS

- Theoretical introduction to digital marketing
- The digital listening process
- Content marketing strategies
- The digital content management model
- Content creation and content curation
- Digital marketing tools and channels
- Managing crises on digital channels

PREREQUISITES

No prerequisites are required to access this course.

METHOD OF TEACHING

The lessons will include interactive teaching, individual and group assignments, case study analysis, guest lectures from companies and digital marketing professionals.



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COURSE REQUIREMENTS

Students will be expected to actively participate in the course by taking part in individual and group assignments. Students will also be involved in a group project work which they will have to present at the end of the course.

CREDITS

6 ECTS

GRADING

The final grade of the course will be calculated as follows:

- 35% class participation and assignments;
- 35% mid-term test;
- 30% project work presentation.

COURSE READINGS AND MATERIALS

The teaching materials will be made available on the BlackBoard page of the course.

INSTRUCTOR BIO

Mirko Olivieri, PhD, is Assistant Professor of Marketing at the Faculty of Economics of the Università Cattolica del Sacro Cuore, where he teaches undergraduate and graduate courses at the Milan and Rome campuses. He conducts his research at the Catholic University's Marketing Research Center (Centrimark), focusing on business relationships and marketing communication in digital environments. He is a member of the National Council of the Italian Society for Doctoral Research (SIDRI), and a member of the Italian Academy of Business Economics (AIDEA), the Italian Marketing Society (SIM), and the Italian Management Society (SIMA).

E-MAIL ADDRESS

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