Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.
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DEPARTMENT OF MARKETING
COURSE TITLE: DIGITAL MARKETING
COURSE CODE: BUMKWM325; CPCRWM325
3 Semester Credits

1. DESCRIPTION

20th and 21st century development has witnessed the evolution and revolution in business communication. The birth of the web was the inspiration that led to a different form of interaction and engagement between companies and customers, such as a growing customer participation in the creation and development of the business image. This course features web marketing that is based on practices and principles applicable to all sectors and is also suitable for the small and medium-sized enterprises who were previously cut off from traditional mass media promotion for budget reasons. The web will be considered beyond the concept of sites and focus substantially on the social networks. The social aspect of marketing communication online is a striking feature of the web today, where engagement and conversations occur not only between customers but also between companies and customers to stimulate the most powerful communication tool: word of mouth. Prerequisites: Introduction to Marketing.

2. OBJECTIVES

Upon successful completion of this course, students will:

- Understand the differences between traditional marketing and the 2.0
- Understand how to integrate the new tools of communication with the classical action
- Define web marketing initiatives designed to make the site a real business tool utility
- Define Web marketing campaigns to attract and, more importantly, retain users on the site
- Knowing how to set Web Marketing campaigns and read and interpret ROI indexes to improve the performance of such campaigns
- Gain knowledge of the times, methods and cost analysis to optimize the web marketing strategies and actions
- Define strategies and actions to be performed to optimize the use of social networks

3. REQUIREMENTS

Introduction to Marketing. Unofficial transcript submission required.

4. METHOD

This course consists of lectures, class discussions, projects, and interaction with the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

5. TEXTBOOK – FURTHER READINGS – RESOURCES
TEXTBOOK (Copy available at the university library):

- Parsons, Elizabeth et al. *Contemporary Issues in Marketing and Consumer Behavior*, Rutledge, 2023.
- Stokes, Rob et al. *eMarketing: The Essential Guide to Marketing in a Digital World*, Red&Yellow, 2022. Pdf available online here: https://www.redandyellow.co.za/wp-content/uploads/2022/11/RY_eMarketing_ed7.pdf

The textbook is mandatory for course participation and completion. Where applicable additional materials may be provided by the instructor.

FURTHER READINGS

- Sudarsanam, S. K. "Social Media Metrics," in N. Raghavendra Rao, *Social Media Listening and Monitoring for Business Applications*, IGI Global, 2017.
- Vaynerchuk, Gary. *The Thank You Economy*, Harper Business, 2011.

ONLINE SOURCES

- Blakley, Johanna. Social Media and the End of Gender, 2010. Available online at this link: https://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender
- Branson, Richard. *Life at 30,000 Feet*. Available online at this link: https://www.ted.com/talks/richard_branson_life_at_30_000_feet?language=en
- Godin, Seth. *How to Get Your Ideas to Spread*, 2003. Available online at this link: https://www.ted.com/talks/seth_godin_how_to_get_your_ideas_to_spread?language=en
- Google Search Central, *SEO for Startups in Under 10 Minutes*, 2012
- Google Search Central, *5 Common Mistakes in SEO* (and 6 Good Ideas!), 2021
- Hirshberg, Peter. *The Web is More Than "Better TV"*, 2007. Available online at this link: https://www.ted.com/talks/peter_hirshberg_the_web_is_more_than_better_tv?language=en
- Spurlock, Morgan. *The greatest TED Talk ever sold*, 2011. Available online at this link: https://www.ted.com/talks/morgan_spurlock_the_greatest_ted_talk_ever_sold?language=en

LIBRARY
Course participants may access the campus library. Please consult the posted schedules for official opening times. Texts may be consulted on-site, and scanning/internet services available.

6. COURSE MATERIALS
No additional course materials are necessary.

7. COURSE FEES
Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. If this course requires a fee, the exact amount is communicated prior to enrollment.

8. GRADING AND EVALUATION & ATTENDANCE
10% Attendance
10% Participation
20% Assignments
20% Midterm Assessment
20% Final Exam
20% Final Group Project

The above grade breakdown percentages reflect the grading scale standards in the "Grading and

Evaluation System" section of the catalog.

Attendance
Class participation is mandatory. Based on the hours defined in the Academic Catalog's attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours: https://catalog.fua.it/standard_regulation

9. EXAMS / PROJECTS / ASSIGNMENTS
Midterm Assessment: [Add detail] via submission
Final Exam: The final exam accounts for 20% of the final course grade. It consists of short essay questions, multiple choice questions. The final exam is cumulative.
Final Group Project: The final group project accounts for 20% of the final course grade. The student project consists in the carrying out of a web & social marketing/communication strategy for an Italian company.
Assignments: This course requires at least 3 assignments as per the course outline in the syllabus. Further details are provided in the course portal.

10. COURSE OUTLINE

Lesson 1	
Meet	In class
Lecture	Introduction to web marketing: how marketing has changed and how consumer has changed after the "web explosion"
Objectives	Gain an understanding of web marketing Be able to describe the dominant marketing channels used before the widespread adoption of the internet Understand how consumer behavior relates to marketing decision-making
Readings/ Assignments	Read: Stokes, Parsons, *Contemporary Issues in Marketing and Consumer Behavior*, Chapter 1 Assignment #1 assigned, due by next class meet.

Lesson 2	
Meet	In class
Lecture	Marketing 1.0
Objectives	Be able to explain the concept of Marketing 1.0 and its historical context by identifying the key characteristics and focus areas of this early marketing era Identify the common marketing tactics and channels used in Marketing 1.0 Understand main tools and technique used in last years and the future of the web
Readings/ Assignments	Read: Stokes, *eMarketing*, Chapter 2 Watch: Peter Hirshberg, *The Web is More Than "Better TV"*. Available online.

Lesson 3	
Meet	In class
Lecture	The Digital Marketing Ecosystem
Objectives	Understand the core components of the digital marketing ecosystem Identify the various online channels, tools, and resources that contribute to this

	ecosystem
	Understand how different digital marketing channels work together to create a unified and multi-faceted marketing strategy
Readings/ Assignments	Read: Stokes, Parsons, *Contemporary Issues in Marketing and Consumer Behavior*, Chapter 3
	Assignment #2 assigned, due by next class meet.

Lesson 4	
Meet	In class
Lecture	The 4P's Era: Changing the Vision of Marketing
Objectives	Understand the concept of the marketing mix and its four key components: Product, Price, Place, and Promotion
	Identify and describe some alternative marketing models that have emerged in response to the limitations of the 4Ps
	Define how the traditional view of operative marketing has changed after the web
Readings/ Assignments	Read: Stokes, *eMarketing*, Chapter 3
	Watch: Seth Godin, *How to Get Your Ideas to Spread.* Available online
	FINAL PROJECT OVERVIEW.

Lesson 5	
Meet	In class
Lecture	Building a Digital Marketing Profile
	Internet Marketing Instruments: SEO, SEM, AdWords and Friends
Objectives	Define and describe how to develop a web marketing strategy for a company
	Identify the key components of a professional digital marketing profile
	Define techniques for visibility on search engines
	Explain the core concepts of SEO, SEM, and Google AdWords as foundational tools for online marketing success
Readings/ Assignments	Read: Stokes, *eMarketing*, Chapter 6
	Read: Stokes, *eMarketing*, Chapter 5
	Watch: Google Search Central, *SEO for Startups in Under 10 Minutes*, 2012
	Watch: Google Search Central, *5 Common Mistakes in SEO* (and 6 Good Ideas!), 2021
	MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

Lesson 6	
Meet	In class
Lecture	Marketing 2.0 and 3.0
Objectives	Gain an understanding of the core concepts underlying the marketing 2.0 and 3.0
	Understand how the relationship and the communication between company and customer has changed in the digital world
Readings/ Assignments	Read: Stokes, *eMarketing*, Chapter 13

Lesson 7	
Meet	In class
Lecture	Social Marketing
Objectives	Become familiar with social marketing best practices
	Gain an understanding of implications for brands and integration with traditional

	and classic web communication
Readings/ Assignments	Read: Stokes, *eMarketing*, Chapter 14 Watch: Morgan Spurlock, *The Greatest TED Talk Ever Sold*. Available online Assignment #3 assigned, due by next lesson.

Lesson 8	
Meet	In class
Lecture	Social Media Metrics
Objectives	Define key social media metrics Learn how to measure social activities, ROI and returns
Readings/ Assignments	Read: Sudarsanam, *Social Media Metrics*. Available online

Lesson 9	
Meet	In class
Lecture	Non-Conventional Marketing: Marketing 4.0, 5.0 and Marketing 6.0
Objectives	Define the core concepts of Marketing 4.0, 5.0, and Marketing 6.0 Explain the evolution of marketing from a product-centric to a customer-centric approach Analyze the potential impact of emerging technologies like AI, AR/VR, and the Metaverse on future marketing practices
Readings/ Assignments	Read: Parsons, *Contemporary Issues in Marketing and Consumer Behavior*, Chapter 9 FINAL PROJECT DUE

Lesson 10	
Meet	In class
Lecture	The Future of Marketing and the E-Community Final Presentations
Objectives	Discuss potential pathways in the future of marketing and e-communities Develop strategies for integrating e-communities into a comprehensive marketing plan
Readings/ Assignments	Read: Parsons, *Contemporary Issues in Marketing and Consumer Behavior*, Chapter 7 Watch: Blakley, *Social Media and the End of Gender*. Available online Final Project Presentation

Lesson 11 Final Exam	
Meet	In class
Lecture	FINAL EXAM