

<b>COURSE TITLE</b>	<b>WEB AND SOCIAL MEDIA MARKETING</b>
<b>DEGREE PROGRAM</b>	L-12 (LAUREA TRIENNALE)
<b>YEAR OF STUDY</b>	III
<b>CREDITS (CFM)</b>	4
<b>SDS (Scientific Disciplinary Sector)</b>	GSPS-06/A
<b>TUITION HOURS</b>	36

<b>COURSE TUTOR</b>	Robert Moscaliuc
<b>E-MAIL ADDRESS</b>	robertclaudiu.moscaliuc@unito.it

<b>OBJECTIVES</b>	<p>This course aims to:</p> <ul style="list-style-type: none"> <li>Provide a coherent overview of the <b>foundations of digital and social media marketing</b>, distinguishing <b>Owned/Earned/Paid</b> pages and channels, and clarifying the <b>7Ds</b> (device, platform, data, etc.) in practical terms.</li> <li>Apply the <b>RACE</b> framework (<b>Reach–Act–Convert–Engage</b>) to connect objectives, content, and metrics across the relationship cycle.</li> <li>Analyze the <b>micro-environment</b> (customers, competitors, influencers) and the <b>macro-environment (PESTLE)</b> with particular attention to <b>GDPR — General Data Protection Regulation</b> and <b>ePrivacy</b>.</li> <li>Translate brand identity and <b>positioning</b> into the <b>extended marketing mix (7Ps)</b> and into the main digital touchpoints.</li> <li>Be able to design <b>data-driven relationship marketing</b> activities (<b>RFM segmentation</b>, welcome/abandonment/win-back automations) in compliance with consent requirements.</li> <li>Use essential <b>KPIs</b> (CTR, CVR, CPA, CLV, ROAS) and measurement methods (<b>UTM, A/B testing, holdout</b>) to support <b>evidence-based</b> decisions.</li> <li>Develop individual or paired mini projects (editorial calendar, persona sheets, competitor audit, RACE plan) to be discussed and refined in class.</li> </ul>
-------------------	---

<b>CONTENTS</b>	<p>This course covers the following:</p> <ol style="list-style-type: none"> <li><b>Foundations:</b> history and principles of digital &amp; social media marketing; <b>7Ds</b>; <b>POE</b> media; ethical profiles.</li> <li><b>Micro-environment &amp; Customer Insight:</b> data, personas, <b>JTBD — Jobs To Be Done</b>, journey and touchpoints.</li> <li><b>Macro-environment &amp; Regulation:</b> <b>PESTLE</b>, <b>GDPR/ePrivacy</b>, cookies, first-/third-party data.</li> <li><b>Strategy &amp; Objectives:</b> <b>RACE</b> framework, <b>KPIs</b>, and outcome/diagnostic targets.</li> </ol>
-----------------	--

5. **Digital branding & 7Ps:** identity, positioning, verbal/visual assets, channel coherence.
6. **Data-driven Relationship Marketing: CRM — Customer Relationship Management, CDP — Customer Data Platform, ESP — Email Service Provider, RFM** segmentation and automations.
7. **Content strategy & editorial calendar:** formats by platform, tone of voice, style guidelines.
8. **Social platforms:** IG/TikTok/FB/LinkedIn—algorithms, community management, **UGC** and moderation.
9. **Search & Discovery:** basic SEO for content; SEM/PPC overview and principles of responsible targeting.
10. **Email & Automation:** modular templates, deliverability, **MPP — Mail Privacy Protection**, preferences & opt-out.
11. **Analytics & Experimentation: GA4** (concepts), **UTM, A/B testing, holdout**, dashboards and reporting.
12. **Synthesis & exam simulation:** case review, Q&A, and ethics/sustainability of digital practices.

## EVALUATION

Final exam  Continuous assessment  X

Type of test:

WRITTEN  ORAL

## BIBLIOGRAPHY

Author	Dave Chaffey; Fiona Ellis-Chadwick
Title	<i>Digital Marketing: Strategy, Implementation and Practice (7th ed.)</i>
Publisher	Pearson
Published in	2022