

<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

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## OBJECTIVES

This course aims to:

- Provide a coherent overview of the **foundations of digital and social media marketing**, distinguishing **Owned/Earned/Paid** pages and channels, and clarifying the **7Ds** (device, platform, data, etc.) in practical terms.
- Apply the **RACE** framework (**Reach-Act-Convert-Engage**) to connect objectives, content, and metrics across the relationship cycle.
- Analyze the **micro-environment** (customers, competitors, influencers) and the **macro-environment** (**PESTLE**) with particular attention to **GDPR – General Data Protection Regulation** and **ePrivacy**.
- Translate brand identity and **positioning** into the **extended marketing mix (7Ps)** and into the main digital touchpoints.
- Be able to design **data-driven relationship marketing** activities (**RFM segmentation**, welcome/abandonment/win-back automations) in compliance with consent requirements.
- Use essential **KPIs** (CTR, CVR, CPA, CLV, ROAS) and measurement methods (**UTM, A/B testing, holdout**) to support **evidence-based** decisions.
- Develop individual or paired mini projects (editorial calendar, persona sheets, competitor audit, RACE plan) to be discussed and refined in class.

## CONTENTS

This course covers the following:

1. **Foundations:** history and principles of digital & social media marketing; **7Ds**; **POE** media; ethical profiles.
2. **Micro-environment & Customer Insight:** data, personas, **JTBD – Jobs To Be Done**, journey and touchpoints.
3. **Macro-environment & Regulation:** **PESTLE**, **GDPR/ePrivacy**, cookies, first-/third-party data.
4. **Strategy & Objectives:** **RACE** framework, **KPIs**, and outcome/diagnostic targets.

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	<input checked="" type="checkbox"/>	Continuous assessment	<input checked="" type="checkbox"/>
Type of test:			
WRITTEN	<input checked="" type="checkbox"/>	ORAL	<input type="checkbox"/>

## BIBLIOGRAPHY

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