



**Academic Year 2019-2020  
Syllabus  
Digital Marketing and Digital Skills  
Datrrix Group - ByTek - 3rdPlace**

### **Course Description**

With the course Digital marketing and digital skills program student will learn how became a complete digital marketer. They will master the top digital marketing domains: Search Marketing & Keywords research, Web Copywriting, Test for business, Social Intelligence e data Analysis

The course takes a systemic approach to digital marketing and aims to:

- Gain a comprehensive understanding of various digital marketing disciplines like search engine optimization (SEO), social media marketing, pay-per-click (PPC), website conversion rate optimization, web analytics, content marketing, mobile marketing, email marketing, programmatic buying, marketing automation and digital marketing strategy
- Learn and execute tools related to Digital Marketing: Google Analytics, Google AdWords, Facebook Marketing, Twitter Advertising, and YouTube Marketing
- Try your hand at managing digital marketing campaigns by becoming a virtual digital marketing manager for an ecommerce company. Thanks to our Mimic Pro simulation, you can practice SEO, SEM, Website Conversion Rate Optimization, email marketing and more
- Use digital marketing tools like Google Analytics, Google AdWords, Facebook and YouTube Marketing to gain projects and experience realistic situations
- Apply our digital marketing strategy module to find the right digital marketing mix when creating, hatching and executing effective digital marketing strategies

At the end of the course, the participants will be to answer the following key questions:

- What is the best marketing mix to improve company business
- What are the main step to develop a SEM strategy
- What are the 3 steps to create a success Web Copy
- How to plan a test of our website to improve conversion
- How we can use data from social media and website to analyse user behaviour
- How to create a Measurement plan to drive a business to success
  
- Digital Transformation & Digital Marketing Intro
- Artificial Intelligence Era
- Search marketing & keyword research
- Web copywriting intro
- Social intelligence & intro to data analysis
- Data Analysis.

### **Course Lecturers**

- Paolo Dello Vicario, Chief Executive Officer at ByTek
- Emiliano Sammassimo, Head of SEO at ByTek
- Filippo Trocca, Principal at 3rdPlace
- Mauro Arte, COO at Datrrix
- Valentina Tortolini, Chief Data Officer at ByTek Marketing
- Fiamma Goretti, Media Consultant at Change.org

### Teaching Method

The material will be covered using a mix of lectures, class discussions, simulations and hands-on exercises. Regular class attendance and active participation are expected, as they will help achieve the learning goals and contribute to an overall positive learning environment.

### Schedule of Topics

Session 1 – 10/04	Artificial Intelligence Challenges – Mauro Arte
Session 2 – 14/04	Digital Marketing Introduction & Digital Transformation – Paolo Dello Vicario
Session 3 – 15/04	Search marketing & keyword research – Emiliano Sammassimo
Session 4 – 27/04	Web copywriting intro – Fiamma Goretti
Session 5 – 28/04	Web Analytics – Filippo Trocca
Session 6 – 29/04	Social intelligence & intro to data analysis – Valentina Tortolini

### Textbook and Materials

The course is presented as distinct stand-alone modules that complete each other, using theoretical knowledge and real-life examples from projects with different approaches. The instructor will circulate the presentation and material used in class after each class session. For those interested in acquiring more material, a good reference textbook is: Web Analytics 2.0 - Avinash Kaushuk