

## GUEST LECTURE

**SEO E SEM, Web Analytics,  
Digital Marketing,  
Conversion Rate  
Optimization, Digital  
Strategy, E-commerce**

**14 marzo 2023, 11:00-13:00  
Microsoft Teams**



**Lorena Fanunza**  
**Head of Content & Social Media Consultant, Madcrumbs**



**CORSO DI MARKETING,  
COMUNICAZIONE E MEDIA E  
STRATEGIC MARKETING**  
**Prof.ssa Simonetta Pattuglia**