

FACULTY OF ARTS AND LETTERS

DEGREE COURSE: FASHION AND DESIGN BA

SUBJECT: WEB MARKETING

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OBJECTIVES

1. To know the history of the Web, from past to present
2. To make a complete path through all major communication technologies
3. To offer to students the tools to understand the economic and social implications of the online media
4. To deepen the relevance of contents and interactions on the net
5. To deepen the concept of blog, blogosphere and their applications in marketing and communication activities
6. To understand the impact of social networks (Facebook, LinkedIn, Twitter, MySpace etc.) and their implications in marketing and communication activities
7. To allow the student to be able to operate on online channels in a professional context

At the end of the course the student will own all bases of the Web Marketing, the scenario of social media, all typical communication dynamics of Web 2.0 and Social Networks. A good number of case histories and practical examples will also allow the students to enrich their knowledge on the subject.

CONTENTS

1. History - Origins of the Internet, from the Web 1.0 to Web 2.0
 2. Technology - Blogs, forum, social network, Facebook, MySpace, LinkedIn, Twitter
 3. Contents - Online video, YouTube, photo, photosharing, Flickr, social bookmarking
 4. Search engines - Google and Yahoo!, search engine optimization, user generated content, Social SEO
 5. Social and economic aspects - Chris Anderson and the "Long Tail", crowdsourcing, new digital professions
 6. Professional aspects - The professional as a trademark, the personal branding
 7. Marketing - Businesses and consumers at the time of Web 2.0, digital public relations, strategic web marketing, word of mouth marketing, social media marketing
 8. Web and mobile - Geolocation, Foursquare, Gowalla, Mobile Marketing
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ASSESSMENT

Written exam: Multiple choice and open questions.

RECOMMENDED TEXTBOOKS

Dave Chaffey, Fiona Ellis-Chadwick, *Digital Marketing: Strategy, Implementation and Practice, 5/E*, Pearson, 2012.

Tracy L. Tuten, Michael R. Solomon, *Social Media Marketing*, Pearson 2012.
