

# An introduction to e-marketing

1 – Content writing & Search Engine Optimization

2 – Search Engine Advertising

3 – Digital Analytics

4 – Mobile applications and iot

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## RELATORE

**Prof. Ronan Chardonneau**  
Erasmus Visiting Professor  
dell'Università di Angers

*10 Novembre 2020: ore 9-11*

*17 Novembre 2020: ore 9-11*

*24 Novembre 2020: ore 9-11*

*1 Dicembre 2020: ore 9-11*

Join Zoom Meeting

<https://us02web.zoom.us/j/81809600062?pwd=Y1h4aHhEbk9rVUJTNyt1bE44N09sdz09>

Meeting ID: 818 0960 0062  
Passcode: 142358