

B205 Digital Marketing

5 ECTS

Objectives – course description

C1.5 Propose innovative actions in the development of marketing projects and support them

C4.4. Check the relevance and coherence of the actions envisaged

C5.3. Structure and implement digital marketing actions

Learning content

Digital strategy

- Implement the digital strategy using digital tools
- Performance indicators

Learning outcome

At the end of the course, the student will be able to :

- Discern the specificities of digital marketing
- Analyse and recommend a digital marketing strategy
- Design and justify a digital communication plan
- Determine the different stages of a digital marketing plan

Methodology

Transmissive method of theory

- Active method of applying the theory to exercises or case studies
- Lectures
- Online training
- Coaching on the digital recommendations of the challenge project

Learning materials

Slides from professors, lecture notes, conferences and online training

Evaluation

50% Continuous assessment in the first term Set of assignments or work

50% End of first term assessment Written and/or oral test