

5 ECTS

**Objectives – Course description**

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

C2.2 Direct communication according to target audiences

C3.3 Draw up a marketing plan (strategy and marketing mix)

C4.1. Understand, interpret and anticipate customer behaviour

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

C4.5. Identify and update relevant market monitoring indicators

C5.3. Structure and implement communication actions

**Learning content**

The communication plan, including :

- The communication strategy
- Implementation of the communication strategy through communication tools (digital and offline)
- Measurement of the communication strategy

**Learning outcome**

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

- Discern the specificities of digital marketing and communication
- Identify the different professions in communication and digital marketing
- Identify the different stages of developing a communication campaign
- Analyse and recommend a communication strategy, combining online and offline
- Analyse and recommend communication actions, both online and offline
- Design concrete communication actions
- Understand and interpret the performance indicators of a communication campaign
- Recommend appropriate performance indicators for monitoring a communication campaign

**Methodology**

- Transmissive method of theory
- Active method of applying the theory to exercises or case studies
- Lectures
- On-line training
- Coaching on the communication recommendations of the challenge project

**Learning material**

Slides from teachers, conferences and online training

**Evaluation**

30% Continuous assessment of the second semester Set of assignments or work

70% End of second term assessment Written and/or oral test