

**Number of ECTS credits :** 3

**Course language :** English

**Course leader :** BALUSSEAU VINCENT

**Speakers :** FILIERI RAFFAELE MANUEL

### ≡ COURSE DESCRIPTION

This course offers an introduction to digital marketing, to its key concepts and disciplines through the lens of social media marketing. As such, it shows how brands can leverage social networks on key steps of the consumer journey, capitalizing on Paid, Owned and Earned media assets. Students will therefore learn best practices from brands that invest on key social networks such as Facebook, Instagram or YouTube through social advertising (Paid social), community management (Content marketing and Influencer marketing), social commerce and customer service.

### ≡ COURSE OBJECTIVES

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

- Make sense of the key dimensions, concepts and disciplines included under the "digital marketing" notion.
- Understand and put to use the various options provided by the key social networks (Facebook, Instagram, YouTube in particular), at the key steps of a typical consumer journey, and/or to solve a particular communication issue.
- Implement best practices for Content creation and promotion, and measure them with relevant KPIs.

Students will also be exposed to the main categories of tools (digital solutions & specialized softwares) practitioners use when managing Social Media. In particular, students will be introduced to content creation and publishing tools such as Hootsuite, Social listening tools such as Talkwalker, Social ads management such as Facebook ads manager, or Influencer relationship management tools such as Lefty.

### ≡ LEARNING OBJECTIVES

<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	LO2 - Analyse complex situations
<b>Outcomes</b>	Lev. 2 - Formulate hypotheses to understand a complex situation, in a structured way, by mobilizing disciplinary frameworks if necessary

### ≡ TACKLED CONCEPTS

Digital marketing and its various dimensions, as applied to social media :  
Advertising, Community management/engagement, E-Commerce, Relationship marketing.  
The consumer journey in the digital age.  
Paid, Owned and Earned Media.  
E-reputation, Social media listening.  
Content marketing, Engagement, Community management and Influencer marketing.  
Paid social/Social ads and their various dimensions/objectives.  
Social media KPIs.

### ≡ LEARNING METHODS

Class lecture.  
Case study and group discussions.

### ≡ EXPECTED WORK AND EVALUATION

Group assignment leading to a written report (instead of an in-class presentation due to Covid 19) :  
students will be tasked to analyse the various components of a brand's social media presence, diagnose its strengths and weaknesses using frameworks taught in class, and, finally, to draw recommendations to increase its effectiveness.

A final individual exam will make sure students effectively master key concepts taught in class. (took place online due to Covid 19).

## ≡ BIBLIOGRAPHY

No required textbook.

## ≡ EVALUATION METHODS

**50 % :** Continus Assessment

**50 % :** Final Exam

## ≡ SESSIONS

### 1 **Digital marketing in 2020 : an overview (part 1)**

ON LINE LECTURES : 02h00

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- Overview of the key disciplines that make up for "Digital marketing" :

Online visibility and traffic creation tools (SEO/SEA and other digital advertising channels, Content marketing, Email marketing in particular),  
E-Commerce and online retail,  
E-CRM and customer care,  
Digital marketing analytics (with an introduction to webanalytics).

- The Paid, Owned and Earned media framework applied to digital assets.

- Presentation of the group assignment.

### 2 **Session 2 : Digital marketing in 2020, an overview (part 2)**

ON LINE LECTURES : 02h00

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- Overview of the key disciplines that make up for "Digital marketing" (con't) :

Online visibility and traffic creation tools (SEO/SEA and other digital advertising channels, Content marketing, Email marketing in particular),  
E-Commerce and online retail,  
E-CRM and customer care,  
Digital marketing analytics (with an introduction to webanalytics).

- The Paid, Owned and Earned media framework applied to digital assets.

### 3 **The connected consumer and the consumer journey**

ON LINE LECTURES : 02h00

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- The difference between high-involvement vs low involvement product categories and its influence on consumer behavior.

- Presentation of the consumer journey concept : key steps, most influential touchpoints at key step, key stakes and opportunities for brands at each step.

- Social media and the consumer journey : from social ads to customer service, how can different presence types/different activities on key social media help brands move consumer forward in their journeys ? (introduction for the next sessions).

### 4 **Advertising on social media**

ON LINE LECTURES : 02h00

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A focus on social ads/paid social :

- Main advertising campaign objectives and types on key social media at each step of the consumer journey (or funnel), using the various self-serve platforms available on the market (e.g. : Facebook Ads Manager for Facebook and Instagram ads, or Google ads for YouTube, etc.).

- KPIs in the social advertising space.

**5****Community management : from content to influencer marketing on social media (part 1)**ON LINE LECTURES : 02h00

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- Engaging communities through content marketing on key social media : key benefits, challenges and performance indicators.
  - Best practices in the space.
  - Leveraging influencers to increase engagement : an introduction to influencers marketing.
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**6****Community management : from content to influencer marketing on social media (part 2)**ON LINE LECTURES : 02h00

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Con't :

- Engaging communities through content marketing on key social media : key benefits, challenges and performance indicators.
  - Best practices in the space.
  - Leveraging influencers to increase engagement : an introduction to influencers marketing.
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**7****Social commerce**ON LINE LECTURES : 02h00

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- Making every dollar count : Social commerce rises again, from Chinese to western platforms.
  - A focus on E-Commerce options on Instagram (or a chinese social network, TBD by each lecturer).
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**8****Group assignment presentations**GROUP PRESENTATION : 02h00

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Each group has 10 minutes to present its recommendations. Presentations will take place via BB Collaborate.

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