

Number of ECTS credits : 3  
Course language : English  
Course leader : PRUSKER ESTELLE

## ≡ COURSE DESCRIPTION

Management of communication strategy by data :

- Panorama of news tools
- Transformation of communication practices
- Questions and limits

## ≡ COURSE OBJECTIVES

This course should allow students to understand how data deluge (big data, open data,...) and technology are revolutionizing communication practices.

## ≡ LEARNING OBJECTIVES

<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	LO1 - Make use of critical analysis/critical thinking skills
<b>Outcomes</b>	Lev. 0 - Niv. 0 - NC
<b>C4B learning goal</b>	LG2 - Action
<b>C4B learning objective</b>	LO6 - Communicate in a foreign language in a professional context
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG4 - CSR
<b>C4B learning objective</b>	LO10 - Identify and understand stakeholder interests
<b>Outcomes</b>	Lev. 0 - NC

## ≡ TACKLED CONCEPTS

Big data – Data Management Platform (DPM) - CRM - Metrics - Audience - Algorithm - Analytics- Recommendation Engine - Real Time Bidding - Ad-exchange - Retargeting - Artificial Intelligence -

## ≡ LEARNING METHODS

Theory – concepts and methods – documents and data analysis – presentation – case analysis

## ≡ EXPECTED WORK AND EVALUATION

## ≡ BIBLIOGRAPHY

## ≡ EVALUATION METHODS

40 % : Continuous Assessment  
60 % : Final Exam