

Number of ECTS credits : 3

Course language : Anglais

Course leader : BALUSSEAU Vincent **Speakers :** FILIERI Raffaele

≡ COURSE DESCRIPTION

This course offers an introduction to digital marketing, to its keys concepts and disciplines, through the lens of social media marketing - i.e. it focuses on the various ways marketers can put to use the major social networks -. 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.

≡ 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.
- Grasp the various opportunities provided by the key social networks (Facebook, Instagram, YouTube in particular), at the key steps of a typical consumer journey.
- Implement best practices for Content creation and promotion (through social ads).

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO2 - Analyse complex situations
Outcomes	Lev. 0 - NC
C4B learning goal	LG1 - Analysis
C4B learning objective	LO3 - Use cross-disciplinary approaches
Outcomes	Lev. 0 - NC
C4B learning goal	LG2 - Action
C4B learning objective	LO4 - Make proposals, take initiatives
Outcomes	Lev. 0 - NC
C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO7 - Identify needs and draw up an appropriate offer
Outcomes	Lev. 0 - NC
C4B learning goal	LG5 - Cooperation
C4B learning objective	LO15 - Act with flexibility, adaptability and intellectual curiosity
Outcomes	Lev. 0 - NC

≡ TACKLED CONCEPTS

Digital marketing and its various dimensions :
Advertising, E-Commerce, Relationship marketing.
The consumer journey in the digital age.
Paid, Owned and Earned Media.
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.
Group assignment leading to a group presentation.
Final individual exam.

≡ ASSIGNMENTS

Evaluation : 50% individual final exam, 50% group assignment.

≡ BIBLIOGRAPHY

No required textbook.

≡ EVALUATION METHODS

50 % : Contrôle continu
50 % : Examen

≡ SESSIONS

1 **Digital marketing in 2017 : an overview.** LECTURE : 03h00

Overview of the key disciplines that make up for "Digital marketing" :
Digital advertising,
Online visibility and traffic creation tools (SEO/SEA, Email marketing, Content marketing, in particular)
E-Commerce and online retail,
E-CRM and customer care,
Digital marketing analytics.

2 **The connected consumer.** LECTURE : 03h00

A typical consumer journey (path to purchase) in today's connected landscape : multiple touchpoints with different influence, cross-device (particularly in high-involvement product categories).

The role of Social Networks in a typical consumer journey.

An analysis of marketer's activities throughout the consumer journey : the Paid/Owned/Earned Media framework.
Why Marketing on Social Networks includes Paid, Owned and Earned Media.

3 **Marketing through Social Networks : an overview.** LECTURE : 03h00

Today's key social networks, worldwide.
Facebook, Instagram and YouTube : how marketers use these major networks across the consumer journey.
Presentation of the group assignment.

4**Focus : Publishing and promoting content on social networks.**LECTURE : 03h00

Publishing content and Community Management : engaging the brand's audiences through content creation/curation.

A focus on Influencer marketing through YouTube and/or Instagram.

Promoting content through the main paid advertising options available on Facebook/Instagram or YouTube.

5**Group presentations**GROUP PRESENTATION : 03h00

Presentation of the semester's project.

20 minutes per group.

Students present their social-media based campaign answering the brief handed-out in class.
