UCL Université catholique de Louvain

LLSMS2007

2015-2016

E-Marketing

5.0 credits	30.0 h	2q

Teacher(s) :	Jeandrain Anne-Cécile ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	Specific behavior on Internet, Communities and viral marketing, e-business strategies, Internet market research, market places, e-Pricing, e-Advertising
Aims :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 2. Knowledge and reasoning 2.2. Master highly specific knowledge ' 2.4. Activate and apply the acquired knowledge ' 3. A scientific and systematif approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3.Consider problems using a systemic and holistic approach ' 3.5.Produce, through analysis and diagnosis, implementable solutions' 4. Innovation and entrepreneurship 4.1. Identify new opportunities, propose creative and useful ideas ' 4.2. Initiate, develop and implement ideas around a new product, service, process ' 6. Teamwork and leadership 6.1. Work in a team... 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 8.3. Persuade and negotiate ' At the end of this course, the student will be able to: -- - To distinguish and evaluate online business models- To create an online business model according the 9 blocs canvas- To develop a reflexive and structured approach to launch an ecommerce website- To identify backoffice and frontoffice aspects of an online corporate presence- To adopt a critical view about the online evolution/revolution *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Evaluation methods :	Continuous assessment (presence, participation, integrative coursework)
Content :	Summary, content and methods Summary and content see scope above and methods see methods below Content See scope above Methods In-class activities X Lectures X Exercices/PT At home activities X Readings to prepare the lecture X Exercices to prepare the lecture X E-learning X Paper work
Bibliography :	: No TEXTBOOK. SLIDES compulsory and available on line . BOOK : Digital Marketing: Strategy,Implementation and Practice , de Dave Chaffey, 5ième édition, Pearson, 2012 not compulsory. READING FILE compulsory and available on line Supports available on line are on ICAMPUS.
Other infos :	Prerequisites Basic Marketing References : Provided during the class Internationalisation X international content X international case study Corporate features X case study

Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Business Engineering	INGM2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Management	GEST2M	5	-	
Master [120] in Management	GESM2M	5	-	