




5 crédits	30.0 h	Q1
-----------	--------	----

Enseignants	de Broqueville Olivier ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Thèmes abordés	Specific behavior on Internet, Communities and viral marketing, e-business strategies, Internet market research, market places, e-Pricing, e-Advertising
Acquis d'apprentissage	<p>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'</p> <p>CORPORATE CITIZENSHIP</p> <ul style="list-style-type: none"> • 1.3 Decide and act responsibly, while taking into account the social, economic and environmental sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders. <p>KNOWLEDGE AND REASONING</p> <ul style="list-style-type: none"> • 2.3 Articulate the acquired knowledge from different areas of management. <p>INNOVATION AND ENTREPRENEURSHIP</p> <p>1</p> <ul style="list-style-type: none"> • 4.1 Identify new opportunities, propose creative and useful ideas; insituations that require new strategic approaches, break with existing models and paradigms, promote progress and change. <p>WORK EFFECTIVELY IN AN INTERNATIONAL AND MULTICULTURAL ENVIRONMENT</p> <ul style="list-style-type: none"> • 5.1 Understand the inner workings of an organization : develop a global approach and integrate the internal logic used within the organization. <p>TEAMWORK AND LEADERSHIP</p> <ul style="list-style-type: none"> • 6.1 Work in a team :Join in and collaborate with team members. Be open and take into consideration the different points of view and ways of thinking, manage differences and conflicts constructively, accept diversity. <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>
Modes d'évaluation des acquis des étudiants	<p>Continuous evaluation</p> <ul style="list-style-type: none"> • Date: • Type of evaluation: Preparations during the course - Individual final work. • Comments: <p>Evaluation week</p> <ul style="list-style-type: none"> • Oral: No • Written: Yes • Unavailability or comments: No <p>Examination session</p> <ul style="list-style-type: none"> • Oral: No • Written: Yes • Unavailability or comments: In September: oral exam of 20 min based on a paper work to realize.
Contenu	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
Bibliographie	: 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.

Autres infos	Prerequisites Basic Marketing References : Provided during the class Internationalisation X international content X international case study Corporate features X case study
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion	GESM2M	5		
Master [120] en ingénieur de gestion	INGE2M	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en ingénieur de gestion	INGM2M	5		