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| 5 crédits | 30.0 h | Q1 |
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| Enseignants | Schuiling Isabelle ; |
| Langue d'enseignement | Anglais |
| Lieu du cours | Louvain-la-Neuve |
| Préalables | 1 basic marketing course |
| Thèmes abordés | <p>This course will tackle the new challenges that marketers have to meet in the new and changing digital landscape. This new digital landscape has a major impact on the way firms have to deploy their marketing strategies and structure their organization. The needs of consumers have changed and it is more difficult to satisfy them than before. Moreover, firms cannot communicate to consumers in a traditional way, they have to converse with them. They have to be in contact with the consumer wherever he is, on whatever support he uses and at any moment of the day.</p> <p>The objectives of the course are to:</p> <ul style="list-style-type: none"> • Review the latest changes affecting the marketing strategy (situation analysis, segmentation and positioning) • Understand how the marketing organization has to be adapted to take into account the new digital environment • Review how to manage brands in this new environment taking into account traditional and digital marketing tools. |
| Acquis d'apprentissage | <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> |
| Bibliographie | <p>One syllabus is available at the DUC including only key slides.</p> <p>If you want to know more about digital marketing, there is one good reference book (not compulsory for this course): Digital Marketing, Dave Chaffey and Fiona Ellis-Chadwick, Pearson, 2015.</p> |
| Faculté ou entité en charge: | CLSM |

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