



En raison de la crise du COVID-19, les informations ci-dessous sont susceptibles d'être modifiées, notamment celles qui concernent le mode d'enseignement (en présentiel, en distanciel ou sous un format comodal ou hybride).

5 crédits	30.0 h	Q1
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Enseignants	Schuilting Isabelle ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
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	<p>On successful completion of this program, each student will acquire the following skills :</p> <ul style="list-style-type: none"> • Knowledge and reasoning • Project management • Communication and interpersonal skills • Leadership and team work <p>1</p> <p>The course will help students to :</p> <ol style="list-style-type: none"> 1. understand the latest development of strategic marketing in the new digital landscape, 2. review how the marketing organization has to be adapted, 3. develop a marketing plan using all the new tools to contact to reach the consumers. <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>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <ul style="list-style-type: none"> • The course will be evaluated based on a team project (30%) and on an individual exam (70%). <p>If the teamwork assignment is not delivered, students will have not completed the requirements of the course and will be given an "Absent" for the first session.</p> <p>Malus points will be attributed (up to 3 points) if the individual work is not done on time or due to the absence to the conferences.</p> <ul style="list-style-type: none"> • Second session: same as the first session.
Méthodes d'enseignement	<p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <p>The course focuses on different teaching methods including conferences, articles, video discussions and case studies. Active participation is expected from students. Attendance to the conferences is compulsory.</p>
Contenu	<p>The course will cover 6 modules :</p> <ul style="list-style-type: none"> • Module 1 : Marketing revolution in the new digital landscape • Module 2 : Impact of the changes on strategic marketing • Module 3 : Key changes in the media landscape • Module 4 : The power of social media marketing • Module 5 : New digital communication tools • Module 6 : Big data, artificial intelligence and privacy

Bibliographie	One syllabus is available at the DUC including only key slides. 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.
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	GEST2M	5		
Master [120] en droit [Double parcours Droit-Gestion : pour les Bacheliers en Droit]	DROI2M	5		
Master [120] en sciences de gestion [Programme CEMS]	GESM2M	5		