mlsmm2136

2020

Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits	30.0 h	Q2

Teacher(s)	Poncin Ingrid ;
Language :	French
Place of the course	Mons
Main themes	Digital marketing plays a key role in the evolution of marketing practices. This course aims to learn theoretical a practical knowledge on innovative approach and last digital marketing trends. Theses Marketing Digital trends will be put in perspective with consumer behavior and organization practices. In this context, regular seminars are organized on main themes defined every year for example: Digital ecosystem, digital foots, collaborative economy, gamification, consumer experience, IoT (Internet of Objects), content customization, ... The students will realize a project in direct link with the approached themes.
Aims	Given the « competencies referential » linked to the LSM Master 120 in Sciences de Gestion et in Ingéniorat de Gestion, this course mainly develops the following competencies: • Acting in a global context; • Master multidisciplinary body of knowledge in order to have a deep analyses digital marketing trends; • Understand the scientific rigor required when implement digital marketing; • Integrate and work in a team; exercise enlightened leadership; • Define and manage a project to completion; • Communicate effectively and convincingly. 1 At the end of the class, students will be able to: • To know the trends and practices in Digital Marketing; • Understand the stakes in implementation of Digital Marketing in a company; • Be informed about practices regarding Digital Marketing; • Be capable to implement Digital Tools and determining their strategic and operational relevance for the company; • To develop a criticizes analysis of these marketing tools, their interest and limits; • Be capable to use these trends within the framework of strategic and operational marketing; • Develop capacities of permanent technology trends watch in digital marketing; • Think/describe on the evolution of these trends; • Develop capacities of applying these tools/technics in company. - - - - *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	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** Continuous evaluation (seminar participation, digital monitoring and e-learning) Oral exam
Teaching methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** Lectures (+ Professional speakers) Case studies Digital Intelligence E-learning Readings Student Corner platform for distance interactions.
Content	Digital marketing is playing an increasingly central role in the evolution and practice of marketing. This course aims at acquiring a theoretical and practical understanding of innovative approaches and the latest trends in digital marketing. These trends in digital marketing will be put into perspective with consumer behavior and organizational practices. Regular seminars are organized on themes defined each year such as: the digital ecosystem, the digital footprint of a company, the collaborative economy, gamification, consumer experience, the Internet of IoT objects, content, personalisation... .

Inline resources	Teams and Student Corner
Bibliography	**Support de cours**: Slides (Pwt du cours et des interventions professionnelles) **Références bibliographiques recommandées, lectures conseillées :** Chaffey D., Ellis-Chadwick F. (2020), Marketing digital, adapté en français par Henri Isaac, Pierre Volle, Maria Mercanti-Guérin, Pearson. Suivi très régulier de l'actualité du digital marketing: repérage des initiatives innovantes, des opérations entrant dans le cadres des nouvelles tendances, etc. Lecture de magazines, sites Internet, veille stratégique et opérationnelle sur les tendances en digital marketing.
Other infos	This course module is recommended for students who wish to take the Digital Marketing Immersion option in Q3.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		🔍
Master [120] : Business Engineering	INGM2M	5		🔍
Master [120] in Management	GEST2M	5		🔍
Master [120] : Business Engineering	INGE2M	5		🔍