



Teacher(s)	Lambert Nicolas (compensates Schuiling Isabelle) ;Schuiling Isabelle ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	1 basic marketing course
Main themes	<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.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <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.
Evaluation methods	<ul style="list-style-type: none"> • First session: The course will be evaluated based on a team project (30%) and on an individual exam (70%). • If the teamwork assignment is not delivered, students will not have completed the requirements of the course and will be given an "Absent" for the first session. <ul style="list-style-type: none"> • The exam will be organized on week 8 • The teamwork assignment will be presented orally during week 7 • Malus points will be attributed (up to 3 points) if the individual work is not done on time, poorly done or due to the absence to the conferences. • Second session: same as the first session. The teamwork grade will be kept the same as for the first session (no possibility to re-do the teamwork assignment). The course will still be evaluated the same way, based on the team project (30%) and on the individual exam (70%) and the malus points will continue to be integrated in the final mark.
Teaching methods	<ul style="list-style-type: none"> • 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.
Content	<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
Inline resources	See on the Moodle page of the course.

Bibliography	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.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	GEST2M	5		
Master [120] in Law [Double Degree Law-Management: for Bachelors in Law]	DROI2M	5		
Master [120] in Management [CEMS Programme]	GESM2M	5		