




Teacher(s)	Charry Karine ;Poncin Ingrid ;
Language :	French
Place of the course	Mons
Prerequisites	/
Main themes	<p>Diagnostic represents the first phase of the immersion project that will take place between September and December of M2 (Q3)</p> <p>This phase can be considered an introductory one, while students will get acquainted with main theories in digital, his/her organization and environment.</p> <p>To support this acclimation, seminars will take place regularly on pre-defined themes, in agreement with the members of the chair (IPM-Digital Marketing).</p> <p>Every subject will consider theoretical aspects and professional practices, as a theoretical lecture is supported by guest speakers (mostly managers. Students will then consider those subject in the light of their own organization. Regular exchanges in the frame of this seminar should help students to step back and think holistically, especially through the discussion with professors and professionals.</p> <p>This approach should lead to a diagnostic of the organization and eventually identify a research question to address in a master thesis. This seminar indeed also proposes an academic support in the process of the master thesis as well as the internship.</p>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p><b>Contribution de l'unité d'enseignement au référentiel AA du programme</b></p> <p>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:</p> <ul style="list-style-type: none"> <li>• Successfully use knowledge in the analysis of any professional situation.</li> <li>• Apply the rigor required at a university level when developing a strategy in digital marketing</li> <li>• Function well in group and adapt to any professional context.</li> <li>• Successfully manage the relationships with partners, managers and organization members.</li> <li>• Interpret results of analyses and propose relevant managerial recommendations.</li> </ul> <p>Here are the specific knowledge considered by this course, by the end of the course, students should be able to:</p> <ol style="list-style-type: none"> <li>1             <ul style="list-style-type: none"> <li>• Understand the stakes of developing a digital strategy</li> <li>• Distinguish the different strategies available to a digital marketer</li> <li>• Grasp the diversity of methods that can be used in digital marketing</li> <li>• Comprehend the stakes of implementing digital marketing within an organization</li> <li>• Offer a critical view on (relevant) methodology</li> <li>• Manage a full digital project</li> <li>• Master a tool of web analysis and being able to run those analyses</li> <li>• Propose relevant recommendations</li> <li>• Evaluate the relevance and quality of an analysis proposed by external resources and manage the exchanges with this external organization.</li> </ul> </li> </ol>
Evaluation methods	<p>Continuous assessment (participation to the seminar, exercises/case studies, evaluation of the internship made by the professional advisor).</p> <p>The assessment of the second session will be an oral examination, potentially at a distance.</p>
Teaching methods	<p>Lectures</p> <p>Case studies</p> <p>Professional immersion ( min 100 days (2 days/week and 4 days/week))</p>
Content	<p>The diagnosis is the first phase of the immersion project will take place from September to December (Q3).</p> <p>During this phase, the student will need to gain an understanding of the key theories, the organization and its environment.</p> <p>Regular seminars are organized on themes defined each year by the chair (PARTENAMUT IPM-Digital Marketing). For each theme, academic theories are studied and put into perspective with professional practices. The student</p>

	<p>then carries out an analysis work specific to his or her immersion framework. Regular seminars allow for exchanges aimed at developing students' ability to take a step back and put into perspective through dialogue with professors and professionals.</p> <p>Through this work, the student should arrive at a diagnosis concerning the organization's digital strategy and identify a memory problem leading to recommendations for the organization.</p>
Inline resources	Course materials are available on the student corner.
Bibliography	<p><b>Références bibliographiques recommandées, lectures conseillées :</b>                  Chaffey D., Ellis-Chadwick F. (2020), Marketing digital                  Adapté en français par Henri Isaac, Pierre Volle, Maria Mercanti-Guérin, Pearson.</p>
Other infos	This course module is accessible only after acceptation of the student in the Digital Marketing Immersion option
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] : Business Engineering	INGM2M	10		
Master [120] in Management	GEST2M	10		
Master [120] in Management	GESM2M	10		
Master [120] : Business Engineering	INGE2M	10		