

OIBUSX14 – Digital Marketing

Professor: Olivier BEAUNE

Contact information:

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Department: International Affairs

Semester: 1

Course level: L3 Undergraduate & Master

Domain: Marketing

Teaching language: English

Number of in-class hours: 33

Number of course sessions: 10 + Exam

ECTS: 6

Course description and objectives

Although traditional marketing strategies are still used, companies continue to shift their focus to digital approaches such as search engines, social media. These technologies take into account the journey of the customer and how they make their purchase decisions. It is important for marketers to have an understanding of digital marketing strategies and familiarize themselves with the key technologies underlying them. This course will offer students a panoramic view of digital marketing and provide insights into key strategies using Internet-based platforms. In addition, it will focus on content that resonates with consumers that helps businesses differentiate themselves in competitive markets. We will cover topics such as digital marketing strategy, search engine marketing, social media communication, content marketing.

Prerequisites

Marketing management course.

Learning outcomes

- Understand current trends. Recognise digital megatrends and best practices.
- Develop the skills to build an actionable digital marketing strategy that aligns with your business goals
- Navigate customer needs. Understand the new rules of competition as well as today's customers and their evolving needs and expectations.
- Measure success and Optimization.
- Leverage key enablers. Understand key enablers that allow for a transformation towards an agile customer-centric & digital organisation.
- Examine how companies use data, analytics, and activation tactics to target customers.

Assignments and grading

30 %Contrôle Continu (participation et travail de groupe)

70% Contrôle terminal écrit

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	Introduction: Open your eyes and be curious. Understanding the digital ecosystem
2	Digital Marketing for Different Business Models
3	Fondations of Digital Marketing
4	Integrating digital into wider organization stratgy
5	Digital consumer and understand the Gen Z
6	Using channel strategy to reach customers
7	Luxury Market digital and Metaverse
8	AMAZON , APPLE & L'OREAL business case
9	Conversation, retention and measurement
10	Course reviews
11	Final Exam

Bibliography

- Will be presented during the course

Moodle

This course is on Moodle.

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.