

DIGITAL MARKETING WORKSHOP DESCRIPTION

Working load: 8 hours

Period: October-December (Fall session) and February-April (Spring session)

Purpose:

The goal is to better understand what is called digital marketing or web marketing. The ambition of this course is to discover this new type of marketing that surrounds and manages our digital life.

Learning Objectives:

Knowledge:

- The student will have a global vision of digital marketing so that he can understand why the web has become unavoidable in the economic world.
- Many examples will be shown, the objective being to be closer to the business reality

Competences:

Business vocabulary, digital strategy, main tools. The student will be able to put all of these recommendations into practice in his future work

Criteria for admission:

The student must demonstrate motivation for participating in this specific workshop (as most are optional).

Course Content (list of activities):

Introduction to digital marketing

- Mobile internet, e-commerce, omnichannel, user experience, connected objects, innovations ...
- Traditional vs. marketing digital marketing

The different web marketing tools

- E-mailings
- News letter
- SEO: SEM, SEO, SEA, SMO.
- Generalist and specialized directories.
- Social network
- E reputation
- Buzz marketing
- Adword, adfacebook, ...
- Brand reputation

KPI and DIGITAL STRATEGY

- Compare your investment against the benefits generated
- Which indicators are chosen
- Examples of dashboard

Conclusion

Examination (total 100%):

- Individual (50 %): general behaviour (engagement throughout the session, diligence, punctuality, ...), quiz and test during the session, peer-to-peer evaluation based on 21st century skills (creativity, complex problem solving, critical mindset, communication, ...).
- Collective (50 %): group project (incl. presentation).