

Digital Marketing Strategy (en anglais)

Infos pratiques

- > ECTS : 4.5
- > Nombre d'heures : 24.0
- > Langue(s) d'enseignement : Anglais
- > Niveau d'étude : BAC +4
- > Période de l'année : Enseignement septième semestre
- > Méthodes d'enseignement : En présence
- > Forme d'enseignement : Cours magistral
- > Campus : Campus de Nanterre
- > Composante : Sciences économiques, gestion, mathématiques et informatique

Présentation

This course aims to identify the benefits of new technologies in marketing by understanding the opportunities of digital marketing. It is designed to give students the practical and theoretical knowledge to appreciate the different types of digital marketing tools. It also aims to understand how digital marketing is applied by companies in the real world by analyzing worldwide cases of marketing campaigns on Internet and mobile phones.

Objectifs

- * Identify the benefits of new technologies to marketing.
- * Understand the opportunities and challenges of digital marketing.
- * Analyze successful cases of marketing campaigns on Internet and mobile phones.

Évaluation

Session 1 : CC 50% + examen écrit 50%

Session 2 : épreuve orale

Compétences visées

- * To deal with case studies in Marketing.
- * To provide relevant recommendations for an organization.

Bibliographie

- * Chaffey, D., Ellis-Chadwick, F. (2019), Digital Marketing: Strategy, Implementation and Practice, 7th edition, Pearson Education Limited .
- * Charlesworth A. (2021), Absolute Essentials of Digital Marketing, Routledge Focus.
- * Charlesworth A. (2018), Digital Marketing, A practical Approach, Routledge Focus, Third Edition
- * Hanlon A. (2019), Digital Marketing, Strategic planning & Integration, Sage.
- * Kingsnorth S. (2016), Digital Marketing Strategy, An Integrated Approach to online Marketing, KoganPage.
- * Kotler M., Cao T., Wang S. & Qiao C. (2020), Marketing Strategy in the Digital Age, Applying Kotler's Strategies to Digital Marketing, Word Scientific.
- * Rogers J. (2021), The Digital Marketing Landscape, Creating a Synergistic Consumer Experience, Business Expert Press.
- * Swartz A. (2020), See you on the Internet : Building Your Small Business with Digital Marketing, Page Two.

Contact(s)

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