Course title:

Digital Marketing: Actionable Insights and Active Strategies for Today's Digital Marketer

Staff responsible for the course:

Trish Rubin

Lecturers:

Trish Rubin and guest speakers TBD

1) *COURSE PRESENTATION*

Aims:
Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.
You must fill in the field under the format "the student should be able to…" using action verbs such as define, realise, control… (*This description should not take more than ten lines*)

At the end of the course, the student will have a broad understanding of short term and long term strategies for Digital Marketing. Students use a FRAMEWORK called the DIGITAL 4 C's (CONTEXT, CONSUMERS, COMPETITION and CAPABILITIES) to understand how to navigate fast paced changing in the world of DIGITAL MARKETING:
  1. **Understand how developing a skill as a "cultural curator" deepens interpreting today's complex digital marketing CONTEXT**
  2. **Apply digital & social understanding of how CONSUMERS' behavior is connected to purchase in today's marketplace**
  3. **Demonstrate the ability to forecast the role of COMPETITION in developing a brand's power**
  4. **Forecast what marketing CAPABILITIES are needed NEXT in a rapidly changing marketplace of empowered consumers.**

Prerequisites:
You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.
Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). (*This description should not take more than five lines*)

For success, it is important to have a basic understanding of the marketplace of today from a personal role as a modern digital consumer. Students of business must understand the power of influence and persuasion in creating a desire on the part of consumers to satisfy needs and wants. Any additional understanding of psychology and culture from prior courses is welcomed. Students must be comfortable to research, curate, comment and synthsize in the highly interactive course.

Course contents:
Here, an abstract of the course can be given or the different chapters of the course can be simply written down.
(*The description should not take more than ten lines*)

The course is an active and collaborative session. We will use a FRAMEWORK called the "DIGITAL 4 C's" (CONTEXT, CONSUMERS, COMPETITION and CAPABILITIES) to guide us as we explore today's quickly changing world of DIGITAL MARKETING:

      CONTEXT: How developing a skill as a digital "cultural curator" deepens interpreting today's complex marketing CONTEXT

      CONSUMER:How applying the digital & social understanding of CONSUMERS' behavior and power in today's Marketplace adds marketing power for brands

      COMPETITION: How demonstrating the ability to forecast the role of COMPETITION in developing digital brand strategies to build a more unique and successful brand

      CAPABILITIES:How the ability to Forecast the tools of marketing CAPABILITIES that are needed NEXT in a rapidly changing marketplace — and will distinguish a students' ability to connect to their own marketing career

2) *WORKING LOAD*

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
Effective presence		
- *Magistral Course*		
- *Interactive Course*	30	
- *Tutorials*		
- *Coaching*		
- *PBL Course*		
Training from a distance		
- *Video-conferences*		
- *Webinars*		
Self-learning		
- *Books 'readings*	2	
- *E-learning*	1	
- *Research*	2	
Outdoors-training		
- *In firms*		
- *Internship*		
Personal work		
- *Group Projects*	2	
- *Individual Projects*	2	
- *Personal work*	2	
Total working time for the student	*41 hours*	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

☐ Coaching
X☐X Case Study
X☐X E-Learning and/or Self-learning
X☐X Interactive courses
X☐X Presentations
X☐ XProjects
X☐X Research
☐ Seminars
☐ Tutorials
☐ Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).
You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

> Assessment is conducted through the requirement of a Curation Platform called Wakelet that enables ongoing communication with student and lecturer. Many active team and group projects, also individual work, will complete the assessment profile where individual participation and individual and shared projects combine for valuation.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
Continuous assessment	Continuous assessment			
	Mid-term exam			
	Participation			30%
	Oral presentation			
	MCQ			
Final exam	Oral final exam			
	Written final exam			
Others	Case study			20%
	Group Project			30%
	Individual Project			
	Written assignment			20%
	Exercises			
Total				**100%**

5) RECOMMENDED READING

Name of books (indicate only three or four must-read references) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :
This is Marketing by Seth Godin : Read First Chapter on-line Amazon
The New Marketing: How to Win in the Digital Age by Burgess: Read Intro online Amazon
Create a Wakelet on www.wakelet.com with a Digital MArketing Collection

Reviews :
Choose an article on the behavior of Post Covid Consumers: add it to the Wakelet
Skim the Websites below and write 3-5 lines about the Sparks and Honey Agency

Internet Resources:
Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL
Wakelet	www.wakelet.com
Finewaters	finewaters.com
The Blake Project	www.theblakeproject.com
sparks and honey	www.sparksandhoney.com