

Course form to fill in (2023-2024)

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 this interactive, collaborative course, the student will have a broad understanding of the NOW of short term and NEXT of long term Digital Marketing Strategies. Students use a respected FRAMEWORK called the DIGITAL 4 C's (CONTEXT, CONSUMERS, COMPETITION and CAPABILITIES) to help navigate fast-paced change in the professional world of DIGITAL MARKETING:

1. Understand that developing a skill as an active CONTEXT "Cultural Curator" can deepen ability to create marketing action plans for online/offline.
2. Apply social understanding of how understanding CONSUMERS' behavior across culture is connected to purchase in today's local/global digital marketplace.
3. Demonstrate the ability to observe, replicate, and strategize marketing plans that balance online and realtime channels in a time of fierce brand COMPETITION.
4. Forecast what marketing CAPABILITIES in the NOW influence the NEXT in a rapidly changing marketplace of empowered consumers and new AI.

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. Bring your curiosity of the new world of AI. Any additional understanding of psychology and culture from prior courses is welcomed. Students should be comfortable to research, curate, comment, collaborate and synthesize 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 respected 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 a skill of digital “Cultural Curator” deepens awareness in today’s complex and rapidly changing digital marketing across many vertical’s of CONTEXT

CONSUMER:How applying the digital & social understanding of global, multi-cultural CONSUMERS’ behavior powers decision-making in today’s Brand Marketplace

COMPETITION: How interpreting the role of COMPETITION in applying digital brand strategies builds a more personalized brand strategy

CAPABILITIES:How the ability to Forecast the CAPABILITIES of new tools and channels will distinguish a students’ profile and connection to a 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
<u>Effective presence</u>		
- <u>Magistral Course</u>		
- <u>Interactive Course</u>	30	
- <u>Tutorials</u>		
- <u>Coaching</u>		
- <u>PBL Course</u>		
<u>Training from a distance</u>		
- <u>Video-conferences</u>		
- <u>Webinars</u>		
<u>Self-learning</u>		
- <u>Books ‘readings</u>	2	
- <u>E-learning</u>	1	
- <u>Research</u>	2	
<u>Outdoors-training</u>		
- <u>In firms</u>		
- <u>Internship</u>		
<u>Personal work</u>		
- <u>Group Projects</u>	2	
- <u>Individual Projects</u>	2	
- <u>Personal work</u>	2	
Total working time for the student	41 hours	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- XProjects
- 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 (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			30%
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	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 your own Wakelet on www.wakelet.com with a Digital Marketing Collection

TRADE/EDITORIAL READINGS :

Choose articles 2 articles PRIOR to class about the NOW/ CONTEXT of DIGITAL MARKETING
Add to your DIGITAL WAKELET PLATFORM Wakelet

Skim the Websites below and write 3-5 lines about the Sparks and Honey Agency

Internet Resources:

You are advised to create the Wakelet PRIOR to coming to class

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