

## Course form to fill in (2023-2024)

### Course title:

Digital Marketing Strategy

### Staff responsible for the course:

Maria ADAMAKI

### Lecturers:

First Name + Name  
Maria ADAMAKI

## 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 should be able to:**

- Know the steps involved in developing an informed Digital Marketing Strategy (Value proposition, target market, competition, goals & objectives, KPIs, marketing channels).
- Understand the diversity that exists among digital platforms and their varied fit in creating value for the brand.

More specifically, participants should be able to:

- Understand the buyer journey and touch points, describe customer personas, identify micro- moments that help target customers achieve their objectives.
- Utilize designing and revising webpages to maximize conversion rate.
- Learn how to track website user behavior.
- Understand SEO and KPIs
- Develop a deeper understanding of earned, versus paid, social media strategies.
- Create actionable insights from marketing data.
- Apply concepts learned in class in a final team project.

### 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)*

No prior knowledge is required, but the following skills are critical in the successful completion of the course:

- Critical thinking
- High work ethic
- Ability to pursue independent work
- Professional conduct during class sessions

### 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)*

This course will afford you the opportunity to learn the new media that are transforming the business landscape. You will walk away having used digital media tools, gained an understanding of their respective strengths, and the synergistic effect from an integrated marketing communication that leverages the wide array of available tools, including social networks, microblogs, and more. You will work directly with vehicles such as Facebook, Twitter, LinkedIn, etc. Furthermore, you will create social network and email advertisements. In doing so, you will learn to define objectives, set targets, and measure their impact through for pay or free services, including Google Analytics.

## 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>		
- Magistral Course	4	
- Interactive Course	12	+ 4h of corporate sessions
- Tutorials		
- Coaching		
- PBL Course		
<u>Training from a distance</u>		
- Video-conferences		
- Webinars		
<u>Self-learning</u>		
- Books 'readings		
- E-learning	2	
- Research		
<u>Outdoors-training</u>		
- In firms		
- Internship		
<u>Personal work</u>		
- Group Projects		
- Individual Projects	14	
- Personal work		
<b>Total working time for the student</b>	<b>36</b>	

## 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects

- 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).**

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			20
	Oral presentation			50
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	Case study			
	Group Project			
	Individual Project			30
	Written assignment			
	Exercises			
<b>Total</b>				<b>100%</b>

#### 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 :**

**Reviews :**


**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