

Course form to fill in (STP 2026)

Course title:

Digital Marketing Strategy

Staff responsible for the course:

Jean-Baptiste Lion Pinson

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.
- Evaluating webpages design 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 provides a comprehensive understanding of how to plan, execute, and optimize digital marketing campaigns across various online platforms. Students learn key concepts such as SEO, content marketing, social media marketing, PPC advertising, and email marketing, while developing strategies that align with both business goals and sustainable practices. The course focus on developing a digital marketing strategy by defining clear objectives, setting targets and metrics to measure results and evaluating performance by exploring tools like Google Analytics. It also covers emerging trends, including marketing automation and sustainable digital marketing, preparing students to adapt to the evolving digital landscape. A combination of theory and practical exercises, assignments, and projects will be incorporated to ensure hands-on learning and real-world application.

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>		
- <i>Magistral Course</i>	4	
- <i>Interactive Course</i>	12	+ 4h of corporate sessions
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>		
- <i>E-learning</i>	2	
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>		
- <i>Individual Projects</i>	14	
- <i>Personal work</i>	10	
Total working time for the student	46	

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).

Attendance and Participation: Case Study; Group Project and Oral Presentation

Evaluation criteria for participation: Presence in class. Engagement during the class. Ask and answer questions, provide examples, brainstorm with classmates when asked. Contribution to class exercises/mini assignments. Individual contribution to group tasks and peers' presentations.

Evaluation criteria for group tasks & oral presentation: Understanding of key concepts, tools and methodologies. Presentation design, structure and organization. Quality of the formulation. Relevance of the arguments (are you convincing?). Idea potential (creativity, market potential). Quality of the oral presentation (audience interaction, engagement, group energy)

Evaluation criteria for individual assignment: Clarity, creativity, relevance, effectiveness of content and the overall cohesiveness. Quality of the overall document.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
Continuous assessment	Continuous assessment (CONT)			
	Mid-term exam (MIDT)			
	Participation (PARTN)			20
	MCQ			
Final exam	Oral final exam/Presentation (ORAL)			50
	Written final exam (ENDT)			
Others	Case study (CASE)			
	Group Project (GPROJ)			
	Individual Project (IPROJ)			30
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
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):
Selected articles and course slides will be provided under MyCourses.
Stokes, R. (2023). eMarketing: The Essential Guide to Marketing in a Digital World 7th ed. Red & Yellow,. - Free PDF on the publisher's website: https://www.redandyellow.co.za/textbook/
Macarthy, A. (2024). 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More!. CreateSpace Independent Publishing Platform.
Chaffey D., Elliiis-Chadwick F., DIGITAL MARKETING, 8 th edition, Pearson 2022

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.

Here are a few places to find industry-leading content that is trusted, accurate, and up-to-date:

URL
Amy Porterfield's marketing podcast
https://www.socialmediatoday.com/
https://www.socialmediaexaminer.com/
https://www.smartinsights.com/
https://sproutsocial.com/insights/
Buffer
MOZ
ConversionXL
Litmus
Inbound.org
For news in digital marketing: The Drum , Marketing Week , Adweek , Marketing Dive

Integrating sustainability in detail

This course explores the integration of sustainability into key areas of digital marketing, including developing digital marketing strategies, optimizing website usability and design, implementing SEO/SEM/PPC strategies, utilizing web analytics, and leveraging digital marketing channels. Each topic will be examined through the lens of sustainability, providing participants with a comprehensive understanding of how to create environmentally and socially responsible digital practices within their organizations.