

**Course form to fill in (STP 2026)****Course title:**

MARKETING FUNDAMENTALS IN THE DIGITAL AGE

**Staff responsible for the course:**

Jean-Baptiste LION PINSON

**Lecturers:**

Patricia DI COSTANZO

**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:**

- Understand the role of a marketing department in a company
- Name several marketing activities, competencies, job titles
- Define the difference between strategic marketing and operational marketing
- Quote the main digital marketing activities and their purpose
- Propose some digital marketing activities for a specific brand

**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)***

None

**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 will provide a definition of marketing and explain its role in a company.

The two marketing axes – strategic and operational – will be illustrated thanks to concrete business examples.

The role of digital and the way it changed the marketing discipline will be explained.

The main digital marketing activities will be described and illustrated thanks to practical examples.

**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>		
- <i>Interactive Course</i>	16	+2h of corporate sessions
- <i>Tutorials</i>		
- <i>Coaching</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>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	10	
- <i>Individual Projects</i>		
- <i>Personal work</i>	10	
<b>Total working time for the student</b>	<b>38</b>	

### 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- x Coaching
- x Case Study
- ☐ E-Learning and/or Self-learning
- x Interactive courses
- x Presentations
- x 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).**

-	30%: Reverse class topic presentation: by groups, students will have to work on and present a specific topic to the class
-	50%: Project: by groups, students will have to propose a digital marketing activity for a specific brand ; they will present their proposal to the class
-	20%: Participation: students will be graded on their implication to the course and to the group project

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			
	Mid-term exam (MIDT)			
	Participation (PARTN)			20%
	MCQ			
<u>Final exam</u>	Oral final exam (ORAL)			50%
	Written final exam (ENDT)			
<u>Others</u>	Case study (CASE)			
	Group Project (GPROJ)			30%
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
<b>Total</b>				<b>100%</b>

## 5) RECOMMENDED READING

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

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

<b>Class books :</b>
<b>Wood, M. B. (2020). <i>Essential guide to marketing planning</i>. Pearson Education.</b>

<b>Reviews :</b>

**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.*

<b>Name of the Website</b>	<b>URL</b>
HBR The explainer videos on YouTube	<a href="https://www.youtube.com/watch?v=hw8FfogTUhU">https://www.youtube.com/watch?v=hw8FfogTUhU</a>