

Marketing and data

ECTS : 3

Description du contenu de l'enseignement :

- Business Intelligence.
- Segmenting and targeting through social networks.
- Digital communication / Changes in the advertising industry.
- New regulation of private data on marketing activity.
- Getting knowledgeable to interact with internet digital companies.
- Developing innovative solutions.

Compétence à acquérir :

- Mastering the new marketing tools.
- Adjusting marketing strategies to private life respect.