International & Digital Marketing

ECTS : 3

Description du contenu de l'enseignement :

Introduction of digital marketing; stakes and prospective. The course will go through specific areas of expertise with theoretical notions, current market strategies and case study; digital content, acquisition, influence & Web 3.0. Students must be able to design a 360 digital campaign from the creative brief to the media budget split.

Compétence à acquérir :

Learning outcomes
Students must be able to;

- Design & pitch a global digital strategy for a launch including all channels & investments priorities (owned, earned, paid)
- Design & pitch a creative agency or brand AD team for digital campaign assets' need
- Design & pitch acquisition strategy including channels & investments priorities
- Design & pitch influence strategy from casting to contract & ROI measurement
- Anticipate & conduct test & learn pilot on Web 3.0

Course structure
1. Master class: introduction of Digital Marketing
2. Definition, stakes (brand centric versus user centric, indie brand versus pure player etc.)
3. Trends on digital consumption (social media, e-commerce, investment)
4. Brand e-reputation
5. Brand digital ecosystem definition (owned/earned/paid)
6. Digital consumption tunnel
7. Targeting strategy (& tools)
8. How to measure success? (KPIs & 80/20 ratio)

Exercise: Design & pitch a digital campaign for a product launch (priorities and weight per channels)
1. Content; how to design an efficient digital campaign?
2. HHH theory (snackable content, liquid content etc.)
3. Consumption trends
4. Content typology tunnel with case study (Disney land Paris)
5. Advertising claim (the place of writing in digital)
6. Visual impact, neuroscience
7. Video with google case study

Exercise: Write a brief for a creative agency to create efficient assets for a product launch
1. Acquisition strategy
2. Starting point of a recruitment channel strategy
3. Defense versus assailant strategy
4. Typology of audiences
5. SEA/SEO (tools and arborescence)
6. Paid formats
7. Affiliation
8. Retargeting
9. CRM
10. Acquisition models & associated ROI
11. E-commerce tunnel
12. Rating & reviews

Exercise: Design & pitch an acquisition strategy to drive traffic on your e-commerce website
1. Influence
2. Stakes & Objectives
3. Investment strategies (depending on brand model)
4. Weight & trends on influence
5. Influencers typologies & channels (macro/micro/nano)
6. Tools & ROI measurement

7. E-listening
8. Casting & contracts
9. Diffusion & affiliation strategy
10. Implications on brand mix (versus trade & retail marketing)
11. Implication on brand notoriety (bad buzz, reviews etc.)

Exercise: Design & pitch an influencer brief for a product launch (contract, contents, prices and KPIs)
1. Web 3.0 with one or two expert(s) (product & service)
2. Definition & opportunities

Mode de contrôle des connaissances :

One assignment & grade per course

1. Design & pitch a digital campaign for a product launch (priorities and weight per channels)
2. Write a brief for a creative agency to create efficient asset for a product launch
3. Design & pitch an acquisition strategy to drive traffic on your e-commerce website
4. Design & pitch an influencer brief for a product launch (contract, contents, prices and KPIs)

Bibliographie, lectures recommandées :

Building a brand story "Clarify your message so customers will listen" – Donald Miller
Contagious "Why things catch on" – Jonah Berger
Hacking Growth: How Today's Fastest-Growing – Sean Ellis & Morgan Brown
Web 3.0 – Patrick Ejeke

Document susceptible de mise à jour - 17/02/2026
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