Digital Marketing

ECTS : 6

Enseignant responsable : Olivier BEAUNE

Langue du cours : Français

Volume horaire : 36

Description du contenu de l'enseignement :

Although traditional marketing strategies are still used, companies continue to shift their focus to digital approaches such as search engines, social media. These technologies take into account the journey of the customer and how they make their purchase decisions. It is important for marketers to have an understanding of digital marketing strategies and familiarize themselves with the key technologies underlying them. This course will offer students a panoramic view of digital marketing and provide insights into key strategies using Internet-based platforms. In addition, it will focus on content that resonates with consumers that helps businesses differentiate themselves in competitive markets. We will cover topicssuch as digital marketing strategy, search engine marketing, social media communication, content marketing. This course is on Moodle. **1** Introduction: Open your eyes and be curious. Understanding the digital ecosystem **2** Digital Marketing for Different Business Models **3** Fondations of Digital Marketing **4** Integrating digital into wider organization stratgy **5** Digital consumer and understand the Gen Z **6** Cases Debates **7** Using channel strategy to reach customers **8** Luxury Market digital and Metaverse **9** AMAZON , APPLE & L'OREAL business case **10** Conversation, retention and measurement **1 1** Innovation "before" Marketing: Added Value **12 Final Exam**

Compétences à acquérir :

By the end of the course, students will be able to: - Understand current trends; - Recognize digital megatrends and best practices; - Develop the skills to build an actionable digital marketing strategy that aligns with your business goals; - Navigate customer needs. Understand the new rules of competition as well as today's customers and their evolving needs and expectations; - Measure success and Optimization; - Leverage key enablers. Understand key enablers that allow for a transformation towards an agile customer-centric & digital organization; - Examine how companies use data, analytics, and activation tactics to target customers.

Pré-requis obligatoires

Marketing management course.

Mode de contrôle des connaissances :

Debate during the course (Oral) : 30 % final grade; Final examen: 70% final grade. The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20. **Attendance** Attendance is mandatory. Students are expected to attend all classes, arrive on time, and stay for the entire session. Repeated absences or lateness may affect the final grade. **Class Participation** Active participation is encouraged, as it contributes to making classes more engaging and instructive. Students are expected to come prepared and contribute thoughtfully to discussions. When participation is part of the course assessment, it is evaluated based on the quality of contributions rather than their quantity. **Exam Policy** Students are not allowed to bring any materials into exams, except those explicitly authorized by the instructor. Unexcused absences from exams or failure to submit assigned cases will result in a grade of zero when calculating final averages. All exams must be submitted at the end of the examination period. **Communication and Grading** All questions or concerns regarding grading or course policies must follow the official procedures. No direct negotiation with instructors about grades or assessments is permitted. Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Bibliographie, lectures recommandées :

- Visser, M., & Berry, M. (2024). Digital Marketing Fundamentals (3rd ed); - Aghazadeh, H., & Khoshnevis, M. (2024). Digital Marketing Technologies Olivier Beaune, lecturer, consultant and company manager. For the past 5 years he has been advising and accompanying boards of directors, executives, senior managers and entrepreneurs on accelerating business performance by leading the digital transformation. Prior to that, he worked for almost 20 years at L'OREAL. CDO, Chief of Digital Innovation,

Learning & Business Transformation, he was the first in 2000 to join the L'OREAL Group's historical Division, then the selective Divisions in the Digital business, and has been working relentlessly with all the different stakeholders in the ramp-up of its digital transformation. Olivier is a specialist in international brands whose business model is BtoBtoC.

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