

5.00 credits

30.0 h

Q2

Teacher(s)	Poncin Ingrid ;
Language :	French > English-friendly
Place of the course	Mons
Prerequisites	/
Main themes	Digital marketing plays an increasingly central role in the evolution and practice of marketing. This course aims to: • provide both theoretical and practical knowledge on innovative approaches and the latest trends in digital marketing. • place digital marketing and the crucial role of the customer experience in perspective with consumer behavior and organizational practices. Within this context, regular seminars are organized on themes defined each year, such as: • the digital ecosystem, • a company's digital footprint, • the collaborative economy, • gamification, • consumer experience, • the Internet of Things (IoT), • content customization, • etc. Students will carry out a project directly related to the topics covered.
Learning outcomes	At the end of this learning unit, the student is able to : Competencies Given the LSM competency framework linked to the LSM Master 120 in Management and in Business Engineering, this learning unit contributes to the development and acquisition of the following competencies: • 1. Adopt a socially responsible mindset • 1.1 Demonstrate the ability to reason independently and adopt a considered and critical approach to knowledge (academic and common sense). Act in an international and multicultural context: understand the world of digital marketing, which is inherently international and global • 2. Acquire a knowledge base • 2.1 Acquire knowledge and theories in the field of Digital Marketing, Consumer Behavior and data analysis. • 2.2 Master highly specialized knowledge (advanced and up-to-date knowledge and methods derived from scientific research); • 2.4 Apply knowledge gained to solve problem. • 3. Apply a scientific approach, particularly: Understand the scientific rigor required in the implementation of digital marketing; • 3.1. Conduct clear and structured analytical reasoning by applying and, if necessary, adapting scientifically grounded conceptual frameworks and models to describe and analyze a concrete problem; • 3.2. Collect, select, and analyze relevant information using rigorous, advanced, and appropriate methods; • 3.4. Synthesize key elements of a situation with discernment, demonstrate conceptual abstraction, diagnose issues, and draw relevant conclusions; • 3.5. Based on analysis and diagnosis, propose implementable solutions and identify priorities for action; interpret results and formulate managerial recommendations. • 4. Communicate, notably by presenting a synthesis of monitoring/benchmarking work on a given topic.

	• 6. Work in a team and demonstrate leadership, particularly: • 6.1. Integrate and collaborate effectively within a team; be open to different viewpoints and ways of thinking; manage disagreements constructively; embrace diversity. • 7. Manage a project, particularly: • 7.1. Define a project within its environment and determine expected outcomes <u>Learning outcomes</u> At the end of this class, students will be able to: • Understand trends and practices in digital marketing and the crucial importance of customer experience • Understand the challenges involved in implementing digital marketing within organizations • Be familiar with digital marketing and customer experience practices and assess their strategic and operational relevance for organizations • Develop a critical analysis of these marketing techniques, including their benefits and limitations • Consider the use of digital marketing within both strategic and operational marketing contexts • Develop continuous monitoring capabilities regarding digital marketing trends • Reflect on the evolution of these trends • Apply these techniques in a business context
Evaluation methods	Continuous evaluation (seminar participation, digital monitoring and e-learning) Oral exam Note: In all work for this course (individual or group), sources of information must be systematically cited, in compliance with bibliographic referencing standards. If the student has used a generative AI, he/she is required to systematically indicate which parts of the work have been processed using this tool, adding a footnote specifying whether the AI was used and for what purpose (information retrieval, text writing and/or text correction). Students remain fully responsible for the content of their work, regardless of the sources used. Thus, by submitting a piece of work for assessment, the student affirms: (i) that it faithfully reflects the phenomenon studied, and for this he/she must have verified the facts; (ii) that he/she has complied with all the specific requirements of the work entrusted to him/her, in particular the requirements for transparency and documentation of the scientific approach used. If any of these statements is not true, whether intentionally or through negligence, the student is in default of his/her ethical commitment to the knowledge produced in the course of his/her work, and possibly to other aspects of academic integrity, which constitutes academic misconduct and will be considered as such.
Teaching methods	Lectures (+ Professional speakers) Case studies Digital Intelligence E-learning Readings Moodle and Teams platforms for distance interactions.
Content	Digital marketing is playing an increasingly central role in the evolution and practice of marketing. This course aims at acquiring a theoretical and practical understanding of innovative approaches and the latest trends in digital marketing. These trends in digital marketing will be put into perspective with consumer behavior and organizational practices. Regular seminars are organized on themes defined each year such as: the digital ecosystem, the digital footprint of a company, the collaborative economy, gamification, consumer experience, the Internet of IoT objects, content, personalisation... .
Inline resources	Moodle and Teams
Bibliography	Support de cours : Slides (Pwt du cours et des interventions professionnelles) Références bibliographiques recommandées, lectures conseillées : Chaffey D., Ellis-Chadwick F. (2020), Marketing digital, adapté en français par Henri Isaac, Pierre Volle, Maria Mercanti-Guérin, Pearson. Suivi très régulier de l'actualité du digital marketing: repérage des initiatives innovantes, des opérations entrant dans le cadres des nouvelles tendances, etc. Lecture de magazines, sites Internet, veille stratégique et opérationnelle sur les tendances en digital marketing.
Other infos	The use of artificial intelligence tools must remain measured and responsible: under no circumstances should they replace personal work or be relied upon uncritically to ensure the scientific rigor expected in academic outputs. Any breach of academic standards, including inappropriate or excessive use of AI tools, will be subject to disciplinary measures.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	GESM2M	5		
Master [120] in Business Management	GENT2M	5		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Management (with work-linked-training)	GESA2M	5		