

Au vu du contexte sanitaire lié à la propagation du coronavirus, les modalités d'organisation et d'évaluation des unités d'enseignement ont pu, dans différentes situations, être adaptées ; ces éventuelles nouvelles modalités ont été -ou seront- communiquées par les enseignant-es aux étudiant-es.

5 crédits	30.0 h	Q1
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Enseignants	Lambert Nicolas ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	1 basic marketing course
Thèmes abordés	<p>This course will tackle the new challenges that marketers have to meet when designing their marketing strategy in the fast-changing digital landscape. The new digital environment had a major impact on consumers' habits and needs. As a result, the way to understand, communicate and reach consumers has changed dramatically. Companies have now to be in contact with the consumer wherever he is, on whatever devices he uses and at any moment of the day. Traditional marketing is over and a series of new marketing concepts need to be understood to be effective in this new environment.</p> <p>Moreover, companies need to be able to manage, analyse and take actions on big data generated. This has an impact on the way companies should manage and structure their marketing department. This is complex and requires new skills that companies do not always have.</p> <p>The objectives of the course are to:</p> <ul style="list-style-type: none"> • Review the latest changes affecting the marketing strategy (situation analysis, segmentation and positioning) • Understand how the marketing organization has to be adapted to take into account the new digital environment • Review how to manage brands in this new environment taking into account traditional and digital marketing tools.
Acquis d'apprentissage	<p>On successful completion of this program, each student will acquire the following skills :</p> <ul style="list-style-type: none"> • Knowledge and reasoning • Project management • Communication and interpersonal skills • Leadership and team work <p>1</p> <p>The course will help students to :</p> <ol style="list-style-type: none"> 1. Understand how marketing must change in light of the new digital landscape, 2. Review how to strategically manage brands in this new digital environment 3. Learn how to develop a marketing strategy and plan taking into account traditional and new digital tools. <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>
Modes d'évaluation des acquis des étudiants	<p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <ul style="list-style-type: none"> • First session: The course will be evaluated based on a team project (40%) and on an individual exam (60%). If the exam is below 10, the team project will not be integrated in the total mark. <p>If the teamwork assignment is not delivered, students will not have completed the requirements of the course and will be given an "Absent" for the first session.</p> <ul style="list-style-type: none"> • The exam will be organized on week 8 • The teamwork assignment needs to be delivered during the January exam session. <p>Malus points will be attributed (up to 3 points) if the individual work is not done on time or due to the absence to the conferences.</p> <ul style="list-style-type: none"> • Second session: same as the first session. The course will be evaluated based on a team project (40%) and on an individual exam (60%). If the exam is below 10, the team project will not be integrated in the total mark. The malus points will continue to be integrated in the final mark.

Méthodes d'enseignement	En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées. Lectures, case studies, videos, homeworks to be handed over on Moodle, group work. Conferences with external experts (presence mandatory)
Contenu	<ol style="list-style-type: none"> 1. Marketing revolution in the new digital landscape 2. Impact of the digital landscape on strategic marketing 3. Key changes in the media landscape 4. The power of social media 5. New digital communication tools 6. Big data, artificial intelligence and privacy
Bibliographie	Reference book: DIGITAL MARKETING, CHAFFEY AND CHADWICK, 6th edition. Pearson Syllabi available at the DUC
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion	GEST2M	5		