mlsmm2136

2024

UCLouvain

Trends in Digital Marketing

5.00 credits	30.0 h	Q2

Teacher(s)	Poncin Ingrid ;
Language :	French
Place of the course	Mons
Prerequisites	/
Main themes	Digital marketing plays a key role in the evolution of marketing practices. This course aims to learn theoretical a practical knowledge on innovative approach and last digital marketing trends. Theses Marketing Digital trends will be put in perspective with consumer behavior and organization practices. In this context, regular seminars are organized on main themes defined every year for example: Digital ecosystem, digital foots, collaborative economy, gamification, consumer experience, IoT (Internet of Objects), content customization, ... The students will realize a project in direct link with the approached themes.
Learning outcomes	**At the end of this learning unit, the student is able to :**
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	Given the « competencies referential » linked to the LSM Master 120 in Management and in Business Engineering, this course mainly develops the following competencies:
	• Acting in a global context; • Master multidisciplinary body of knowledge in order to have a deep analyses digital marketing trends; • Understand the scientific rigor required when implement digital marketing; • Integrate and work in a team; exercise enlightened leadership; • Define and manage a project to completion; • Communicate effectively and convincingly.
	At the end of the class, students will be able to:
	• To know the trends and practices in Digital Marketing; • Understand the stakes in implementation of Digital Marketing in a company; • Be informed about practices regarding Digital Marketing; • Be capable to implement Digital Tools and determining their strategic and operational relevance for the company; • To develop a criticizes analysis of these marketing tools, their interest and limits; • Be capable to use these trends within the framework of strategic and operational marketing; • Develop capacities of permanent technology trends watch in digital marketing; • Think/describe on the evolution of these trends; • Develop capacities of applying these tools/technics in company.
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	This course module is recommended for students who wish to take the Digital Marketing Immersion option in Q3.
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 Chemical and Materials Engineering	KIMA2M	5		🔍
Master [120] in Civil Engineering	GCE2M	5		🔍
Master [120] in Biomedical Engineering	GBIO2M	5		🔍
Master [120] in Mechanical Engineering	MECA2M	5		🔍
Master [120] in Business Management	GENT2M	5		🔍
Master [120] in Electrical Engineering	ELEC2M	5		🔍
Master [120] in Physical Engineering	FYAP2M	5		🔍
Master [120] in Computer Science and Engineering	INFO2M	5		🔍
Master [120] in Computer Science	SINF2M	5		🔍
Master [120] : Business Engineering	INGE2M	5		🔍
Master [120] in Management	GEST2M	5		🔍
Master [120] in Electro-mechanical Engineering	ELME2M	5		🔍
Master [120] in Mathematical Engineering	MAP2M	5		🔍
Master [120] in Data Science Engineering	DATE2M	5		🔍
Master [120] : Business Engineering	INGM2M	5		🔍
Master [120] in Data Science: Information Technology	DATI2M	5		🔍
Master [120] in Energy Engineering	NRGY2M	5		🔍

Master [120] in Management (with work-linked-training)	GESA2M	5		🔍