

Digital Communication Management (A704025)

Course size *(nominal values; actual values may depend on programme)*

Credits 5.0

Study time 150 h

Course offerings and teaching methods in academic year 2025-2026

A (semester 1)

English

Gent

independent work

lecture

seminar

Lecturers in academic year 2025-2026

De Bruyne, Luna

LW22

staff member

De Geyndt, Ellen

LW22

staff member

De Clercq, Orphée

LW22

lecturer-in-charge

Offered in the following programmes in 2025-2026

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English)

crdts 5

offering A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Russian)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Turkish)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French)

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A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)

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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)

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A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian)

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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish)

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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Turkish)

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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German)

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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Italian)

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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Russian)

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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Spanish)

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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Turkish)

5

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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Italian)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Russian)

5

A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Spanish)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Turkish)	5	A
Postgraduate Certificate Computer-Assisted Language Mediation	5	A

Teaching languages

English

Keywords

digital communication, digital marketing, social media, web analytics

Position of the course

In today's information society a solid technical background of digital communication tools offers a true added value to any communication profile.

Contents

In today's information society a company's or organization's digital presence is vital.

Language professionals are often involved in communication and marketing processes and having a solid background in digital communication and marketing is a key asset. This course offers such a background, by digging deeper into the three digital media types - owned, earned and paid media. The course introduces you to topics such as:

- digital marketing
- search engine optimization
- social media campaigning
- web analytics

Not only will you learn about these topics in close detail, but also how to conceptualize and actually implement a social media and digital marketing campaign.

Every year we also introduce the students to various topical subjects such as privacy and ethics (how to apply digital marketing without infringing current privacy laws or ethical codes), sentiment analysis for business intelligence and how will artificial intelligence further transform the field.

Initial competences

The student has:

- a good command of English;
- good computer skills: Windows (explorer), Office (Word, Excel)

Final competences

- 1 The student has a strong knowledge of digital marketing and communication.
- 2 The student understands the added value of SEO
- 3 The student can incorporate and analyze social media in digital projects
- 4 The student is able to critically assess existing tools for web analytics
- 5 The student is aware of the ethical and privacy implications.

Conditions for credit contract

This course unit cannot be taken via a credit contract

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar, Lecture, Independent work

Extra information on the teaching methods

Lectures and hands-on seminars

Guided self-study/team work at home.

This course unit assumes responsible use of generative artificial intelligence (GAI). What this means will be explained in class.

Study material

Type: Syllabus

Name: MDCM: an overview

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

Type: Slides

Name: Digital Communication Management

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

References

Marshall Sponder (2011), Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics.

Course content-related study coaching

Interactive support through UFORA and during the sessions. Individual feedback will be given during the sessions, but it is also possible to book an appointment or to ask for feedback via mail.

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period

Examination methods in case of periodic assessment during the second examination period

Examination methods in case of permanent assessment

Participation, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Extra information on the examination methods

First session:

Besides the assignments, the continuous assessment is based on presence and active participation during the sessions.

- Obtain Google certificates
- Group assignments (social media and digital campaign) followed by a group presentation.
- Individual assignment on a theme that was discussed during the classes.

Second session:

Same, group assignments may be altered to individual assignments.

Calculation of the examination mark

Certificates (10%), group assignments (70%), individual assignment (20%)

In order to pass, students must participate in at least 80% of all evaluations and obligatory activities such as guest lectures. If a student is absent due to a legitimate reason, an individual alternative assignment can be given.

Facilities for Working Students

Student attendance during educational activities is highly recommended.

Limited possibility of feedback by e-mail.