

## 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 2024-2025**

A (semester 1)	English	Gent	seminar
			independent work
			lecture

**Lecturers in academic year 2024-2025**

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 2024-2025**

	crdts	offering
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English)	5	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)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish)	5	A
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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
Master of Arts in Technology for Translation and Interpreting	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.