

## Digital Marketing (F000876)

Due to Covid 19, the education and assessment methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

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

**Credits** 3.0

**Study time** 90 h

**Contact hrs**

30.0h

**Course offerings in academic year 2021-2022**

A (semester 2)

English

Gent

**Lecturers in academic year 2021-2022**

**Offered in the following programmes in 2021-2022**

**crdts**

**offering**

**Teaching languages**

English

**Keywords**

Digital age

Internet economy

Online marketing

Digital marketing

Digital consumer

Mobile

Social media

**Position of the course**

The course will take place during an intense period of 6 weeks.

The course Digital marketing takes on a comprehensive stance towards the embedding of marketing into the business strategy where digital is a prerequisite nowadays. Students will learn to understand the dynamics of the digital game, establish a clear view on the opportunities and benefits of digital initiatives and gain insight into the metrics for evaluating digital actions. The course is structured around explanatory lectures combined with guest speakers bringing experiences from practice in various sectors.

**Contents**

In the **first strategic part** we have a thorough investigation into the why of going digital. We explore marketing in the digital age, discuss specific digital topics and emerging trends, and study the consumer in the digital age.

In the **second part of the course** we focus on **tactics**, taking into account the defined digital marketing objectives: build digital authority via SEO, set up digital advertising campaigns, use social media, ... We build an understanding of these mechanisms and the possible pitfalls. And we also dive into the **metrics** for digital initiatives, with e.g. google analytics.

**Initial competences**

- A good command of the English language
- Good basic knowledge of marketing and consumer behavior.

**Final competences**

- 1 Being able to define a winning digital marketing strategy based on a critical perspective on trends and market dynamics, and a realistic view on budgets.
- 2 Being able to develop a relevant digital marketing action plan how to play based on a thorough understanding of the entire digital marketing toolbox and beyond.
- 3 Being able to define and interpret the metrics to evaluate digital initiatives and

adapt strategy accordingly

#### **Conditions for credit contract**

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

#### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

#### **Teaching methods**

Group work, Lecture

#### **Extra information on the teaching methods**

Participation in lectures and guest lectures is essential to pass this course.

#### **Learning materials and price**

Slides, articles and case studies which will be made available digitally.

#### **References**

This course is based on materials from various books, and papers from leading business and scientific literature.

Students do not have to purchase a textbook.

#### **Course content-related study coaching**

Teacher will be available after the class hours, via mail and on appointment.

#### **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**

Written examination, Oral examination, Peer assessment, Assignment

#### **Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible in modified form

#### **Extra information on the examination methods**

100% permanent evaluation.

group work + presentation, with peerassessment, and individual examination

#### **Calculation of the examination mark**

100% permanent evaluation, built up as follows:

- 45% group work, corrected for peer assessment
- 45% individual examination
- 10% in-course participation e.g. interim tasks, ...

#### **Facilities for Working Students**

Working students need to be present during the first lecture and they need to contact the responsible teacher.