

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.