international **summer** school **2018**

COURSE SYLLABUS DRAFT

DIGITAL & SOCIAL MEDIA MARKETING

Raffaele Filieri
Audencia Business School (France)

June 5 – June 16
(6:00 pm – 9:00 pm)
Saturdays June 9, June 16
(9:00 am – 12:00 m)

Audencia BUSINESS SCHOOL

DESCRIPTION

The digital & social media marketing module is developed to appreciate the importance of the ever-evolving digital landscape, and for understanding how to develop skills to improve digital marketing effectiveness. Social media and new mobile technologies are now ubiquitous, having infiltrated every aspect of our life. Digital technologies are not mere tools to achieve traditional business and marketing goals; they should be considered as part of a paradigm shift, with an increasing emphasis on social interaction with consumers enabling co-creation, cooperation and collaboration. Digital Marketing is about a cultural change in the marketing manager's way of viewing consumers and of applying marketing strategies and tools with the new technologies being developed. This module provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. The module draws on recent researches in digital marketing as well as on interviews with CEOs and practitioners and other types of publications (e.g. academic books, magazines, reports and newspaper articles). This module has a practical approach to the topic in that it discusses the 'how to' of social media and how these tools may contribute to brand loyalty, brand image, customer satisfaction, customer acquisition and the like. The module has a strong focus on social media and underlines the importance of electronic word of mouth and how it is increasingly important to control and monitor what is being said about a company, brand or organization in consumer-to-consumer interactions. In addition, the importance of effective measurement techniques enables an understanding of the return on investment from social media & digital marketing activities.

OBJECTIVES

At the end of the program of study, students will be:
• Knowledgeable about the theory and practice of digital and social media marketing;
• Skillful in the use of personal, professional and managerial techniques and processes;
• Capable of designing and delivering a digital & social media marketing plan for existing or new companies;
• Employable as graduates or as self-employed.

METHODOLOGY

A typical session will be organized in different modules:

1st session:
Professor introduces himself and asks students to tell their name, country of origin, why they have chosen the module and what they expect/wish to learn (if they have a particular interest). The professor introduces the module, provides students with practical information (e.g. where to access course materials, organization of teaching and the like), and the lecture outline. The professor discusses what marketing is and defines key marketing concepts (e.g. segmentation, marketing mix, 7 Ps…) and asks students if they know them. In all sessions the professor would ask questions to the students, focusing on questions that are more likely to foster engagement. The lecture continues.

2nd session:
The professor explains how past material is linked to the day's agenda and asks students if they remind the key topics discussed in the previous lecture. The professor presents the learning objectives for the session. The professor explains how the day's content completes past material and how the present and past material link to future course content. Students are invited to ask questions any time they have one. The lecture has group-work activity every 50 minutes to break the routine and to keep high the level of attention. All sessions contain group-work activities to facilitate students' socialization and to put in practice concepts and tools discussed in the lecture.

EVALUATION

The assessment is divided into three parts:

1. Group work Project (50%)
2. Group presentation of a research paper (25%)
3. Case study writing (individual task) (25%)

PRE-REQUISITES

None