



2EL6180 – Digital marketing

Instructors: Maud Daniel Chever

Department: CAMPUS DE RENNES

Language of instruction: FRANCAIS

Campus: CAMPUS DE RENNES

Workload (HEE): 60

On-site hours (HPE): 35,00

Elective Category : Business Sciences

Advanced level : No

Description

The objective of this course is to present the marketing approach and its challenges, and to show the impact of digital transformation on the company and more precisely on the marketing function.

Quarter number

SG6

Prerequisites (in terms of CS courses)

None

Syllabus

Introduction : What is marketing?

Marketing in a context of digital transformation and globalization

I. The fundamentals of marketing

1. Establish a marketing strategy

a) Strategic diagnosis

b) The marketing study

2. Implementing the marketing strategy: the marketing mix

II. The impact of digital on marketing

1. From digitisation to digital transformation: definitions and representations of the digital transformation of companies

2. The use of new technologies to optimize the marketing approach

a) Digitalisation and marketing research

b) Digitisation and marketing mix

The modification of the offer

The co-creation with costumers

Digital promotion

Omnichannel retail



Conclusion

Class components (lecture, labs, etc.)

The various courses are taught by professors and lecturers from the University of Rennes. The concepts seen in class will be illustrated and put into perspective during a meeting with a digital marketing practitioner (3 hours of intervention by Marianne Auffrey, former marketing manager of the Rennes stadium on digital communication)

Grading

An individual written file will be requested at the end of the module.

Course support, bibliography

Ferrandi F., Lichtlé M.C. (2014), Marketing, Dunod, 352p.

Aurélié Dudezert A. (2018), La transformation digitale des entreprises.

Paris, La Découverte, « Repères ». URL : <https://www.cairn.info/la-transformation-digitale-des-entreprises--9782348036019-page-57.htm>

Hagberg J., Sundstrom M., Egels-Zandén N., (2016) "The digitalization of retailing: an exploratory framework", International Journal of Retail & Distribution Management, 44, 7, 694-712

Resources

The teaching team consists of Maud Daniel and Jacques Diouf, professors at the University of Rennes 1.

Learning outcomes covered on the course

At the end of this course, students will be able to:

- Establish the strategic diagnosis/marketing of a brand/brand
- Know how to build and implement a marketing action plan
- To know how to situate a company's strategy in a context of digital transformation
- Optimize the use of new technologies in the implementation of marketing strategy

Description of the skills acquired at the end of the course

C4.1 : Think in client terms, identify and analyse customer needs, the constraints of other stakeholders as well as include societal challenges.

C7.4 : Master spoken, written and body language, as well as basic communication techniques.