

**MBA Full-Time  
Year 2  
Master of Business Administration**

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Titre du Cours :	<b>Advanced IT for Managers : Digital Marketing (G2MBA352)</b>
Course Title:	
Heures :	20
Lecture hours:	
ECTS Credits:	3

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➤ **PRE-REQUIS-PRE-REQUISITE**

General IT literacy (Browser, MS Word, Google)

➤ **OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES**

This course offers the student an introduction to the practice of digital marketing and how businesses use and integrate digital tools and methodologies into their overall marketing mix. The student will gain knowledge of current digital marketing methods and will gain a working knowledge of mainstream digital tools and analytical approaches.

➤ **CONTENU DU COURS / DESCRIPTION OF THE COURSE**

Introduction to digital marketing. Online marketplace analysis. Digital marketing strategy. Digital Media and advertising platforms. Digital analytics.

➤ **LISTE DES SUJETS OU RESUME DES SÉANCES/ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

Introduction to Digital Marketing  
Introduction to Digital Advertising  
Measuring Digital Marketing – Intro to Digital Analytics  
Search Engine Optimisation, Content Marketing, Inbound Marketing  
Web Design, User Experience and Conversion Rate Optimisation  
Mobile Marketing  
Social Media Marketing

➤ **METHODES D'ÉVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING**

Présence/participation : 10%

Course work n°1 : 20 % : 'Google Digital Garage Online Course' Pass

Course work n°2 : 20 %

Fina exam: 50 %

➤ **REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY**

## Recommended text

Digital Marketing

Dave Chaffey, Fiona Ellis-Chadwick

Pearson

ISBN: 978-1-292-07761-1

Web Analytics: 1 Hour a Day

Avinash Kaushik

Wiley Publishing

eISBN: 978-0-470-48985-7