

## Digital Marketing (F000876)

Due to Covid 19, the education and evaluation 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 30.0 h

### Course offerings and teaching methods in academic year 2020-2021

A (semester 2)	English	Gent	group work	15.0 h
			lecture	15.0 h

### Lecturers in academic year 2020-2021

Steenhaut, Sarah	EB23	lecturer-in-charge
------------------	------	--------------------

### Offered in the following programmes in 2020-2021

	crdts	offering
<a href="#">Master of Science in Teaching in Economics (main subject Business Economics)</a>	3	A
<a href="#">Master of Science in Business Economics (main subject Accountancy)</a>	3	A
<a href="#">Master of Science in Business Economics (main subject Corporate Finance )</a>	3	A
<a href="#">Master of Science in Business Economics (main subject Marketing)</a>	3	A
<a href="#">Exchange programme in Economics and Business Administration</a>	3	A

### 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.

## Evaluation methods

continuous assessment

## Examination methods in case of periodic evaluation during the first examination period

## Examination methods in case of periodic evaluation during the second examination period

## Examination methods in case of permanent evaluation

Written examination, oral examination, assignment, peer assessment

## Possibilities of retake in case of permanent evaluation

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.