

# Delivering Values in the Digital Age

**EM4R5M05**

**Program**

**PGE**  
PGE 3A - Operational and Strategic Marketing (SOMKT)

**UE**

Digital Marketing

**Semester**

A

**Discipline**

Marketing

**Contact hours**

27 H

**Number of spots**

45

**ECTS**

5

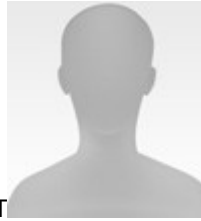
**Open to visitors**

Yes

**Language**



## Coordinator



Adrien PITRAT

## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Adrien PITRAT	<a href="mailto:apapitrat@gmail.com">apapitrat@gmail.com</a>	27 h

### Pedagogical contribution of the course to the program

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

**LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.**

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

**LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.**

Students will demonstrate written and oral competency in two foreign languages.

Students will analyze business organizations and problems in a multicultural and international environment

### Description

We live in the age of digital technology and its impact can no longer be overseen. Internet has been changing our perceptions, attitudes, and habits. Both consumers and companies have to consider the emerging and dynamic online landscape and to adapt to its requirements. In this course we will analyze and discuss in which way the technology-mediated relationships and cutting edge digital tools can bring value to all the taking parties. Students

will be required to accomplish a series of individual and group projects in order to operationalize the learnt material.

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## Teaching methods

### Face-to-face

- Lectures

### In group

- Exercises
- Oral presentations
- Projects

### Interaction

- Discussions/debates

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** the concept of value
  - - (level 1) **Identify** the stakeholders and the possible solutions to deliver the value to the stakeholders
  - - (level 2) **Discuss** the solutions to create and deliver value within the digital environment
  - - (level 4) **Analyze** the best managerial practices and fails in using digital technology
  - - (level 4) **Analyze** a tool of value creation: brand community
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### Affective domain

Upon completion of this course, students should be able to

**None affective domain have been associated with this course yet**

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## Outline

09/09

Introduction to UX & Usability,  
Presentation of the project,  
Group creation,  
Interview protocole creation (in groups)

23/09

Presentation of the mind maps (interview results),  
Design thinking day,  
Listing of the pain points.

26/09

Presentation of the Usability criteria.

12/10

15 minute multiple choice test on the usability criteria (graded, 1/3rd of the final grade)  
App design day (creation of a few screens)

24/10

Presentation of Usability tests,  
Preparation of the usability test protocole (in groups)

07/11

Group presentation (graded, 2/3rd of the final grade)

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## No prerequisite has been provided

### Knowledge in / Key concepts to master

**No prerequisite has been provided.**

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## Teaching material

### Mandatory tools for the course

- Computer

### Documents in all formats

- Case studies/texts

### Moodle platform

**No items in this list have been checked.**

### Software

**No items in this list have been checked.**

### Additional electronic platforms

**No items in this list have been checked.**

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## Recommended reading

Main reading material

Chaffey, D., Smith, P. R., & Smith, P. R. (2012). eMarketing eXcellence: Planning and optimizing your digital marketing. Routledge

Muniz, A. M., & O'guinn, T. C. (2001). Brand community. Journal of consumer research, 27(4), 412-432.

Kozinets, R. V. (2009), Netnography: Doing Ethnographic Research Online

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Additional literature

**No reading material has been provided.**

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## EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Pallud, J., & Straub, D. W. (2014). Effective website design for experience-influenced environments: The case of high culture museums. Information & Management, 51(3), 359-373.

Plotkina, D., & Munzel, A. (2016). Delight the experts, but never dissatisfy your customers! A multi-category study on the effects of online review source on intention to buy a new product. Journal of Retailing and Consumer Services, 29, 1-11.

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## Assessment

### List of assessment methods

**Intermediate assessment / continuous assessment 1** Class no. 12/10

Written (30 Min.) / Individual / English / Weight : 33 %

**Details :** an individual multiple choice questionnaire

**This evaluation is used to measure L01.1, L01.2, L01.3, L02.3, L04.1, L04.2**

**Final evaluation** Class no. 7/11

Written and oral (20 Min.) / Group / English / Weight : 66 %

**Details :** group projects presentation

**This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2, L02.3, L04.1, L04.2**