

# EM1F5M81

## Program

**PGE**  
PGE 3A - International and European Business (IEB)

## UE

Digital strategy

## Semester

B

## Discipline

Marketing

## Contact hours

27 H

## Number of spots

45

## Open to visitors

Yes

## Language



## Coordinator

Daria PLOTKINA



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Daria PLOTKINA	<a href="mailto:dplotkina@unistra.fr">dplotkina@unistra.fr</a>	27 h

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**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 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.

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

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

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## Description

Online marketing efforts account today for the major part of the companies' marketing spends and is estimated to outperform TV in the near future. The Internet opens up many new ways to communicate with potential, current, and former customers. The new media landscape integrates owned, paid, and earned media channels and requires an understanding of marketing communications as conversations: only when the marketers' communication efforts are interesting, timely, and relevant, consumers will hear and listen to them. Furthermore, earned media - where the customer becomes the channel - means that individuals can amplify the scope of marketing communications by forwarding and sharing messages with peers. Finally, various online platforms enable customers to talk back - a situation that requires marketers to listen in order to improve their efforts.

According to the 2015 IBM Global C-Suite Study, major challenges with regards to the firms' digital environments - such as data explosion, social media, ROI accountability - were identified and marketers today feel still widely underprepared to face those challenges. The course module discusses the concepts of owned, paid, and earned media, and introduces a number of performance indicators to efficiently and effectively measure and manage the firm's digital marketing and communication efforts. The discussed concepts are applied through several in-class case studies and group exercises. Consequently, the course aims to train future marketers to become educated consumers of information provided by the firm's IT department (big data, retargeting) and to prepare effective reporting and dashboards for company-wide use.

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## Teaching methods

### Face-to-face

- Lectures
- E-learning

### In group

- Projects
- Case studies/texts

### 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) **Identify** some of the latest academic research on discussed topics
- - (level 2) **Explain** the concepts and strategies of owned, paid, and earned media
- - (level 2) **Infer** insights on consumer digital experience
- - (level 3) **Apply** the concepts through several in-class case studies and the analysis of a real-life case study
- - (level 3) **Prepare** leading metrics and KPIs for analytics dashboards to improve decisions and profits

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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

Class 1

Digitalization: customer journey and digital customer experience

Class 2

SEO: presence, visibility, and attractiveness

Class 3

E-reputation: eWOM, social listening, community management

Class 4

Customer data

Class 5

In-class case-study discussion and presentation of the group project

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## No prerequisite has been provided

### Knowledge in / Key concepts to master

This is a master-level course. Attending students should have a robust understanding of the main marketing principles and master the intermediate functions of MS Excel.

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## Teaching material

### Mandatory tools for the course

- Computer

### Documents in all formats

- Case studies/texts

### Moodle platform

- Upload of class documents
- Interface to submit coursework

### 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

- STRAUSS, J. & FROST, R. (2014), E-Marketing, Seventh edition, Pearson, Harlow, England.
- CHAFFEY, D. & SMITH, P.R. (2013), Emarketing Excellence - Planning and Optimizing Your Digital Marketing, 4th edition, Routledge, New York, NY. Marketing analytics and digital marketing metrics:
- BENDLE, N.T., FARRIS, P.W., PFEIFER, P.E., & REIBSTEIN, D.J. (2016). Marketing Metrics - The Definitive Guide to Measuring Marketing Performance. Third edition, Upper Saddle River, Pearson.
- FLORÈS, L. (2014), How to Measure Digital Marketing - Metrics for Assessing Impact and Designing Success, Palgrave Macmillan, Basingstoke, England.
- JEFFEREY, M. (2010): Data-Driven Marketing - The 15 Metrics Everyone in Marketing Should Know. Hoboken, John Wiley & Sons.
- PAUWELS, K. (2014), It's Not the Size of the Data - It's How You Use it: Smarter Marketing with Analytics and Dashboards, AMACOM, New York, NY.
- VENKATESAN, R., FARRIS, P., & WILCOX, R.T. (2014): Cutting-Edge Marketing Analytics - Real World Cases and Data Sets for Hands On Learning, Upper Saddle River, Pearson.

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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

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.

Plotkina, D., & Saurel, H. (2019). Me or just like me? The role of virtual try-on and physical appearance in apparel M-retailing. *Journal of Retailing and Consumer Services*, 51, 362-377.

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## Assessment

### List of assessment methods

**Intermediate assessment / continuous assessment 1**Other (date, pop quiz, etc.) : CC

Written and oral (15 Min.) / Group / English / Weight : 50 %

**Details :** Online communication strategy

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

**Intermediate assessment / continuous assessment 2**Last class

Written and oral (15 Min.) / Group / English / Weight : 50 %

**Details :** Mobile app strategy

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