

# 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

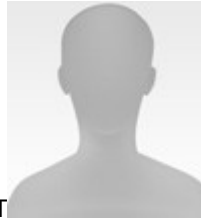
**Open to visitors**

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

#### **Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management**

Design solutions adapted to organizational problems by applying relevant methodologies

#### **Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable**

Effectively argue his ideas orally and in writing with a professional posture

Adopt a responsible leadership posture by being an actor in its own development and that of its teams

#### **Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"**

Communicate in a professional context in (foreign) languages, in writing and/or orally

### 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.

## 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

No assessment methods have been attributed to this course yet.