

<p>Content</p>	<p>Digital marketing is playing an increasingly central role in the evolution and practice of marketing. This course aims at acquiring a theoretical and practical understanding of innovative approaches and the latest trends in digital marketing. These trends in digital marketing will be put into perspective with consumer behavior and organizational practices. Regular seminars are organized on themes defined each year such as: the digital ecosystem, the digital footprint of a company, the collaborative economy, gamification, consumer experience, the Internet of IoT objects, content, personalisation... .</p>
<p>Inline resources</p>	<p>Moodle and Teams</p>
<p>Bibliography</p>	<p>Support de cours: Slides (Pwt du cours et des interventions professionnelles) Références bibliographiques recommandées, lectures conseillées : Chaffey D., Ellis-Chadwick F. (2020), Marketing digital, adapté en français par Henri Isaac, Pierre Volle, Maria Mercanti-Guérin, Pearson.</p>

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite
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Master [120] in Management (with work-linked-training)	GESA2M	5		
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