

STUDY GUIDE

DIGITAL MARKETING

Organised by

Université Polytechnique Hauts-de-France

1. IDENTIFYING DATA.		
• Course Name.	Digital marketing	
• Coordinating University.	Université Polytechnique Hauts de France	
• Partner Universities Involved.	N/A	
• Course Field(s).	Marketing	
• Related Study Programme.	N/A	
• ISCED Code.		
• SDG.	12 – Responsible consumption and production 16-Peace, justice and strong institutions	
• Study Level.	Open to Bachelor and Master students	
• EUNICE Key Competencies	<ul style="list-style-type: none"> • Green – strongly • Orange- moderately • Red – partially • Blank cell - not at all 	
	Problem solving	moderately
	Teamworking	partially
	Communication	partially
	Self-management	moderately
	Cognitive flexibility	partially
	Digital competence	strongly
	Technical competence	partially

	Global intercultural competence	moderately
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• Number of ECTS credits allocated.	3
• Mode of Delivery.	Online live and online self-study
• Language of Instruction.	English
• Course Dates.	Second semester, spring semester
• Precise Schedule of the Lectures.	Weekly course
• Key Words.	Digital marketing, e-commerce
• Catchy Phrase.	Master Digital Marketing: Strategies, Tools, and Case Studies for Global Success!

• Prerequisites and co-requisites.	<ul style="list-style-type: none"> - Prerequisites: There are no specific course prerequisites required to enroll in this course. However, a basic understanding of e-commerce, digital marketing, or business concepts would be helpful. - Study Levels: This course is suitable for Bachelor's (B) level students as well as Master's (M) level students. It is designed to provide practical knowledge for both undergraduate and graduate learners interested in digital marketing and international e-commerce. - Linguistic Skills: Proficiency in English at a B2 level or higher is required, as the course is taught in English. This ensures students can effectively engage with course materials, case studies, quizzes, and discussions.
• Number of EUNICE students that can attend the Course.	20 to 40 students
• Course inscription procedure(s).	Standard procedure

2. CONTACT DETAILS.

• Department.	UPHF, IUT, Techniques de Commercialisation
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• Name of Lecturer.	SIMION Alina
• E-mail.	Alina.simion@uphf.fr
• Other Lecturers.	-

3. COURSE CONTENT.

This online course, explores key strategies and tools of digital marketing applied to global commerce. Drawing on industry case studies, the course provides practical insights into digital marketing, SEO, social media, content marketing, customer experience, and data analytics. Designed for both Bachelor's and Master's level students, the course offers interactive modules with quizzes and real-world examples to equip learners with the skills needed to navigate and succeed in the rapidly evolving world of international e-commerce and digital marketing.

4. LEARNING OUTCOMES.

Upon successful completion of this course, students will be able to:

1. Understand Key Digital Marketing and E-commerce Concepts
Students will gain a solid understanding of the essential concepts of digital marketing and e-commerce. They will be able to explain their impact on global commerce and identify key aspects of online consumer behavior.
2. Develop Digital Strategies for International Expansion
Students will be able to create and adapt digital marketing strategies tailored for international markets. They will learn how to address cultural differences and local consumer behavior to build successful marketing campaigns across different regions.
3. Apply SEO and SEM Techniques to E-commerce Sites
Students will acquire the ability to implement effective SEO strategies and search engine marketing (SEM) techniques. They will learn how to optimize e-commerce platforms to improve visibility in search engine results and attract relevant traffic.
4. Design Engaging Content and Social Media Strategies
Students will be able to design compelling content marketing strategies and social media campaigns. They will learn how to engage target audiences, increase brand awareness, and foster brand loyalty through effective digital content and social media presence.
5. Enhance User Experience (UX) and Conversion Rates
Students will learn how to apply UX/UI principles to optimize the user experience on e-commerce websites. They will develop strategies to improve website navigation and design, aiming to enhance the conversion funnel and ultimately increase sales and customer retention.
6. Utilize Data Analytics for Digital Marketing Decisions
Students will acquire the skills to analyze key performance indicators (KPIs) and leverage data analytics tools to assess and optimize digital marketing performance. This knowledge

will enable them to make informed decisions and refine marketing strategies based on data-driven insights.

7. Demonstrate Practical Application of Digital Marketing Tools

Students will gain hands-on experience with a variety of digital marketing tools. These include social media platforms, analytics software, SEO optimization tools, and more, providing them with practical skills that can be directly applied to real-world marketing campaigns.

8. Analyze (Real-World) Case Studies

Students will engage with (real-world) case studies from leading global companies. They will analyze how these companies successfully implement digital marketing strategies and identify the factors that contribute to their success in the e-commerce sector.

5. OBJECTIVES.

Main objectives to be achieved during this course:

- a) Develop a Comprehensive Understanding of Digital Marketing and E-commerce
- b) Enhance Strategic Thinking for International Markets
- c) Master SEO and SEM for E-commerce Optimization
- d) Create Effective Content and Social Media Strategies
- e) Optimize User Experience (UX) and Conversion Rates
- f) Utilize Data Analytics to Inform Marketing Decisions
- g) Apply Practical Digital Marketing Tools
- h) Analyze Industry Case Studies for Practical Insights

6. COURSE ORGANISATION.

UNITS

1. Module 1: Introduction to Digital Marketing & E-commerce

- Key concepts of digital marketing and e-commerce
- Impact of digital marketing on different industries
- Online consumer behavior
- Case Study 1

2. Module 2: Digital Strategy & International Expansion

- Developing a successful e-commerce strategy
- Key success factors in international markets
- Adapting digital marketing to cultural differences

	<ul style="list-style-type: none"> Case Study 2
3.	Module 3: SEO and Search Engine Marketing (SEM) for E-commerce <ul style="list-style-type: none"> Differences between SEO and SEA SEO optimization for e-commerce sites Keyword research strategies Case Study 3
4.	Module 4: Social Media & Content Marketing <ul style="list-style-type: none"> Importance of social media in e-commerce Engaging content strategy Influencers and affiliate marketing Case Study 4
5.	Module 5: Conversion & Customer Experience <ul style="list-style-type: none"> UX/UI: Improving user experience to boost sales Conversion funnel optimization Impact of customer reviews and loyalty strategies Case Study 5
6.	Module 6: Data Analytics & Future Trends <ul style="list-style-type: none"> Analytics tools to measure e-commerce performance Personalization & Artificial Intelligence Evolution of digital marketing trends Case Study 6
LEARNING RESOURCES AND TOOLS.	
<ol style="list-style-type: none"> Dave Chaffey's Book: "Digital Marketing: Strategy, Implementation, and Practice" The primary textbook used throughout the course, offering comprehensive coverage of digital marketing strategies and concepts. Industry Case Studies : Real-world and fictitious case studies, providing practical insights and examples of digital marketing strategies in action. Google Analytics Excerpts: A key tool for understanding website traffic, user behavior, and digital marketing performance, used for data analysis and decision-making. SEO Tools (e.g., Google Search Console, SEMrush, Ahrefs, SEO ninja): Essential tools for SEO optimization, keyword research, backlink analysis, and tracking search engine rankings. 	

5. Social Media Platforms (e.g., Instagram, Facebook, LinkedIn, Twitter): Tools for creating, managing, and analyzing social media campaigns, and understanding audience engagement on various platforms.
6. SEO & SEM Platforms (e.g., Google Ads, Amazon Ads): Platforms for paid search campaigns and search engine optimization to improve visibility in digital marketing.
7. Content Creation Tools (e.g., Canva, Adobe Creative Suite): Tools for creating engaging visuals, social media posts, videos, and content marketing materials.

Learning Management System (LMS): The online platform where course materials, quizzes, and interactive modules are hosted, allowing students to track progress and engage with course content.

Optional:

UX/UI Tools (e.g., Sketch, Adobe XD, Figma): Tools for designing and optimizing user interfaces and experiences to improve website usability and conversion rates.

Data Analytics Tools (e.g., MS Excel, Tableau, Power BI): Tools for visualizing and analyzing data, helping to track digital marketing performance and make informed decisions.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

Live online and video capsules: Live online sessions but also short, focused video lessons introducing key concepts and strategies related to digital marketing and e-commerce, allowing students to learn at their own pace.

Quizzes: Interactive quizzes after each module to test comprehension of key topics and reinforce learning. These quizzes help students assess their understanding of the course material.

Case Studies Analysis: In-depth analysis of real-world industry case studies (e.g., Nike, Airbnb, Amazon) to apply theoretical knowledge to practical situations. This activity helps students develop critical thinking and problem-solving skills.

Interactive Discussions: Online discussion forums for students to engage with peers, share insights, and debate course concepts and case studies. This activity encourages collaboration and deeper understanding of the material.

Group Work: Collaborative projects where students work together to develop digital marketing strategies for a simulated or real e-commerce business. This promotes teamwork, creative thinking, and practical application of digital marketing strategies.

Practical Exercises: Hands-on activities where students apply tools like Google Analytics, SEO platforms, or social media to real-world e-commerce scenarios. This allows students to develop technical skills in digital marketing tools.

Final Project: A comprehensive final project where students create a digital marketing strategy for an international e-commerce business, incorporating all course concepts. This project helps students synthesize their learning and demonstrate their ability to apply it to real-world challenges.

Peer Review and Feedback: Students provide feedback on each other's work, helping to enhance learning through collaborative evaluation and reflection. This fosters critical thinking and the ability to assess and improve one's work.

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

The assessment for this course will be conducted through a combination of different methods to evaluate both individual and collaborative learning. These include:

1. **Quizzes:** Throughout the course, students will take quizzes at the end of each module to assess their understanding of key concepts and strategies. These quizzes will be multiple-choice or short-answer questions and will be graded automatically. Quizzes must be completed within a specific time frame, typically after the completion of each module.
2. **Case Study Analysis:** Students will be assessed on their ability to analyze real-world case studies. They will need to submit written reports that outline their understanding of the case, identify key digital marketing strategies used, and discuss lessons learned. Case study reports will be submitted at designated points throughout the course.
3. **Final Project:** The course will culminate in a final project, where students will create a comprehensive digital marketing strategy for an international e-commerce business. This project will integrate all course concepts and demonstrate the student's ability to apply the learned strategies in a real-world context. The final project will be submitted in written form and may include a presentation of the strategy.
4. **Peer Review and Feedback:** As part of the assessments, students will provide feedback on each other's work. This will help assess their ability to critically evaluate the work of peers and contribute constructively to the learning process.

The assessments will be spaced out over the course duration, with deadlines clearly outlined for each assignment. The final project will be due at the end of the course, allowing students time to apply all learned concepts and strategies.

OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Recommended Reading:

- Dave Chaffey, "Digital Marketing: Strategy, Implementation, and Practice" (Latest Edition, 2023) - This book is the core textbook for the course and covers essential concepts, strategies, and practices in digital marketing and e-commerce. It will serve as the primary reference material throughout the course.
- Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan, "Marketing 4.0: Moving from Traditional to Digital" (2017) - A useful resource for understanding how digital transformation impacts marketing strategies, including the shift from traditional to digital marketing approaches.

Open Source Resources:

- Grow with Google (EN)/ Google Ateliers numériques (FR): Google provides free, high-quality online resources and certification courses on digital marketing, SEO, and data analytics, which complement the course material.