

E-Marketing



SCHOOL

IAE School of Management



CAMPUS

Saint-Serge



LEVEL

2nd year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Fall (S1)

> **Degree course:** International Management and Marketing

> **Teaching unit:** UE 1-2 Digital Marketing Competencies

> **Course language:** English

> **Duration (hours):** 24

> **ECTS:** 4

> **Teacher(s):** Ronan CHARDONNEAU

> Assessment:

Continuous assessment

Final exam

> Teaching methods:

Lecture course 16 hours

Tutorial course 8 hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

The course is composed of 5 parts :

1. How to approach a new environment.
2. General understanding of the information and technological environment.
3. Website creation from scratch.
4. Online advertising.
5. Search Engine Optimization.

Teaching methods: Group work, reading and practical home exercises, lectures.

Assessment: Written final exam (1 hour and 30 minutes) + individual exercises + competition participation. Additional points can be added to TD in case of passing tools certification upon justification.

OBJECTIVES

Acquire a general understanding of the information and technological environment.
Develop leadership skills.
Understand how to create a web page.
Understand how search engines are working.
Understand the challenges of managing an online advertising account.
Become a junior SEO/SEA practitioner.

PREREQUISITES

Students must know how to use a computer.

SELECTIVE BIBLIOGRAPHY

- SEO For Beginners: An Introduction To SEO Basics, ebook from <https://www.searchenginejournal.com>.
- The leader in you, Dale Carnegie.