DESCRIPTION OF THE MAIN OPTION 2022/2023

Title:	**Digital Transformation and Marketing**
	Project management with an SME to change the individual, the team and the organization.
Type of module :	Main Option
Language(s):	Training and Ceritification in English + Team projects in French, German or English

Skills/ Pedagogical objectives

The student must be able to demonstrate the following professional competencies at the end of the course:

A. Know how to use design thinking techniques for online and offline management of a digital project

- Role 01 - Strategy: Strategy tools for digital transformation
- Role 02 - Process: Methodology for the alignment between the company structure and the new technologies
- Role 03 - Social: Elements to consider in relation to new technologies and human resources
- Role 04 - Data science: Diagnosis of activities and reward system oriented to the improvement of the customer experience

NB: The students will be able to apply these techniques and try different roles with 3 separate firms during the first semester

B. Know how to perform Digital customer service transformation in practice

- Understand current developments in customer service
- Be able to assess the quality and maturity of digital custmer service
- Be able to design necessary measures to improve digital customer service

NB: The students will be able to apply these techniques with a firm during the second semester

Content and forms of instruction: *blended learning (face-to-face and distance learning)*

* in the first semester students can choose their training (Month 1, Month 2 or Month 3) and obtain up to 3 certifications while working with firms

* in the second semester, students assess and improve the digital customer service of a business firm or tourist destination.

* teams projects with different organizations: 3 different organizations during semester 1 and one firm for semester 2

Role 01: New business models and new technologies	S1 Month 1 S1 Month 2 S1 Month 3	Innovation in a digital world Gamification and persuasive systems for change Collaborative foresight
Role 02: IT for the enterprise network	S1 Month 1 S1 Month 2 S1 Month 3	Google Analytics for UX assesment High performing teams in organizations Blockchain for hybrid organizations // Chatobts
Role 03: New Technologies and HR	S1 Month 1 S1 Month 2 S1 Month 3	Facebook Blueprint for community management People analytics Chatbot: uses inside/outside the firms
Role 04: Design thinking and testing	S1 Month 1 S1 Month 2 S1 Month 3	Google Ads for validation of problem-solution fit Salesforce to assess customer and employee experience Introduction to data science (by a chatbot)
Phase 1: Criteria for digital checks	S2 Part 01 S2 Part 01 S2 Part 01	LinkedIn learning + certification (part 1) Criteria for the audit of digital customer service (checks) In practice: necessary tools for digital customer service audit
Phase 2: Checks and intermediate	S2 Part 02 S2 Part 02 S2 Part 02	LinkedIn learning + certification (part 2) Digital customer service audit (checks) for the selected company The main results are presented to the company (intermediate presentation)
Phase 3: Catalogue of measures	S2 Part 03 S2 Part 03 S2 Part 03	Meeting with guest speakers to learn best practices Development of measures for the company Prioritisation of measures with instruments for the company
Phase 4: Report and final presentation	S2 Part 04 S2 Part 04 S2 Part 04	Report and Presentation Preparation of the final report Final presentation to the company

Partenaires :

HubSpot   coursera   salesforce   Groupe Mutuel   SWISS DIGITAL CENTER

Linked in LEARNING   Google   facebook   Nestlé

Teachers	Prof HES-SO and various speakers from the practice *International professors and MOOC*
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