

DESCRIPTION OF MINOR COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2018-2019
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Minor name	Digital Marketing
4. Code	31032
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	6
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>As marketing is fun and profitable, this module is designed for future entrepreneurs/intrapreneurs!</p> <p>The goals of this module are</p> <ol style="list-style-type: none"> 1. to define, 2. to implement and 3. to measure the performance of a digital marketing strategy. <p>This hands-on module will empower future entrepreneurs by creating a microsite. They will also learn several optimization techniques to attract traffic, to convert web visitors into customers and finally to turn these customer into brand advocates.</p>

10. Contents <i>(General themes and descriptions, the accurate content may change)</i>	<ol style="list-style-type: none"> 1. Defining a strategy: Persona, content plan, competition and KPI 2. Design a website to optimize conversion 3. Master the most efficient tactic – emailing! Learn how to segment and use a CRM 4. Inbound marketing: the difference between pull and push 5. Mobile marketing: how to make a good impression from the start 6. Social Selling: for B2B how to create an audience, build relationship and trust leading to business success 7. SEO: the biggest source of traffic 8. Paid Search: how to boost traffic and/or validate quickly your assumptions 9. Analytics: how to measure site traffic, conversions, and ad performance, and understand how internet user navigate through your website. 10. Optional: marketing automation 11. Optional: video marketing
11. Evaluation	<p>As in real life, the student will be measured on individual and team performance during the entire module.</p> <p>Teams of students will develop a microsite as a proof of concept of their digital strategy. It will be used to assess how well the student and his team are applying the theory of 7 tactics studied in this module.</p> <p>(The methods and weightings will be communicated by the instructor at the beginning of the semester)</p>
12. Remediation/repetition	<input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Gabor Markus
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other