

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2021-2022
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Digital Marketing
4. Code	31045
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	5
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 1-to define, 2-to implement and 3-to measure the performance of a digital marketing strategy.</p> <p>This hands-on module will empower future entrepreneurs and intrapreneurs to set up and implement an effective digital marketing plan. They will learn several optimization techniques to attract traffic, to convert web visitors into customers and finally to turn the satisfied customers into brand advocates.</p> <p>After studying this module students should be able to:</p> <p>Learning Objective 1: Develop digital marketing interventions which support the organisations marketing strategy.</p>

	<p>Learning Objective 2: Apply and interpret the key metrics to measure the effectiveness of digital marketing campaigns.</p> <p>Learning Objective 3: Critically analyse the role of digital marketing in developing the organisations value proposition.</p>
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<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. Social Selling: for B2B how to create an audience, build relationship and trust leading to business success 6. SEO: the biggest source of traffic 7. Paid Search: how to boost traffic and/or validate quickly your assumptions 8. Analytics: how to measure site traffic, conversions, and ad performance, and understand how internet user navigate through your website. 9. Competitive analysis, the best way to find quickwins. 10. Optional: video marketing <p>Students are expected to bring their own laptop</p>
<p>11. Evaluation</p>	<p>The grading of the module is as in real life. The student will be measured on his individual and team performance.</p> <p>Individual performance: at least 3 exams during the course and 3 certificates from best in class platforms (Google & Semrush) to pass.</p> <p>Team performance: Teams of students will present their digital marketing plan developed over the semester for a real company located in Geneva's region. This plan assesses how well the team applied the theory of this module in the real case.</p> <p>(The methods and weightings will be communicated by the instructor at the beginning of the semester)</p>
<p>12. Remediation/repetition</p>	<p><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.</p> <p><input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>Gabor Markus</p>
<p>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</p>	
<p>14. Level</p>	<p><input type="checkbox"/> Basic module</p> <p><input type="checkbox"/> Advanced module</p> <p><input checked="" type="checkbox"/> Specialized module</p> <p><input type="checkbox"/> Other:</p>

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