DESCRIPTION OF ELECTIVE COURSE

Name of the school : **Haute école de gestion, Genève**	**Academic Year:** **2023-2024**

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	☒ Bachelor ☐ Master ☐ MAS ☐ DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	☒ Validation of the modules in semesters 1 and 2 ☒ Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students ☐ …………………………..
8. Teaching language	☐ French ☐ German ☒ English ☐ Other : …………………
9. Objectives	As marketing is Fun and Profitable, this module is designed for future entrepreneurs/intrapreneurs! The goals of this module are 1-to define, 2-to implement and 3-to measure the performance of a digital marketing strategy. 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. After studying this module, students should be able to: • Learning Objective 1: Develop digital marketing techniques, which support the organizations marketing strategy. • Learning Objective 2: Apply and interpret the key metrics to measure the effectiveness of digital marketing campaigns. • Learning Objective 3: Critically analyses the role of digital marketing in developing the organizations value proposition.

10. Contents *(General themes and descriptions, the accurate content may change)*	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 quick wins. 10. Optional: video marketing Students are expected to bring their own laptop. Be ready to share personal data on social media for the individual and team assignments.
11. Evaluation	The grading of the module is as in real life. The student will be measured on his/her **individual** and **team** performance. **Individual performance**: at least 3 exams during the course and 3 certificates from best in class platforms (Google & Semrush) to pass. **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. (The methods and weightings will be communicated by the instructor at the beginning of the semester)
12. Remediation/repetition	☒ 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. ☐ No remediation
13. Coordinator / main instructor	Gabor MARKUS
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	☐ Basic module ☐ Advanced module ☒ Specialized module ☐ Other: …………………..
15. Characteristics	☒ 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	☒ Main module ☐ Module linked to main module ☐ Optional module ☐ Other: …………………
17. Time organization	☒ Module over 1 semester ☐ Module over 2 semesters ☐ Spring semester ☒ Fall semester ☐ Other