



## **MK 350 Digital Marketing and Communications**

### **IES Abroad Paris BIA DESCRIPTION:**

This course will provide an overview of Digital Marketing tendencies from a communications perspective. Analyzing current Internet, mobile, and multi-media campaigns, we will evaluate evolving marketing techniques and promotional technologies and find ways to integrate them into an effective communications strategy. Emerging media channels and cases will be analyzed to predict future trends. Class projects will emphasize current trends and propose an outlook into the new marketing landscape.

**CREDITS:** 3

**INSTRUCTOR:** Ramata Diallo

**LANGUAGE OF PRESENTATION:** English

**COURSE TIME:** Mondays and Wednesday from 1pm to 4pm

**PREREQUISITES:** Marketing 101 is recommended.

**METHOD OF PRESENTATION:** Lectures, discussions, role-plays, student presentations, case study, outside research, and field study. The course is divided into curriculum and practice. The curriculum-based approach teaches the fundamental theories of Digital Marketing and Communications. The practice approach teaches how to apply a method and a marketing strategy into a realistic project plan.

### **REQUIRED WORK AND FORM OF ASSESSMENT:**

**Class Participation** (10%) ads analysis

**Individual project** : oral and written presentation (40%) - Elaborate a communication plan to launch a french fashion brand in the USA.

**Project:** Group presentation + written presentation (50%) - Elaborate a communication plan to relaunch a north american brand in crisis

**Show and Tell:** PowerPoint presentations based on recent Digital marketing campaigns or trends

**Project assignments:** Project assignments are preparations that help provide a step-by-step methodological approach to creating the final project.

**Format:** Powerpoint, slide or keynote presentation



**Group Project:** Students will create an effective digital communication strategy for an american brand in crisis. The project will be discussed and developed step by step throughout the semester as students gain knowledge of evolving marketing techniques and promotional technologies. This project itself consists in 2 presentations

- First presentation for the mid term focusing on the presentation of the company, the competition and a diagnosis of the actual situation
- Final presentation for the final exam focusing on the communication plan offline and online

These are the 5 steps to this project:

1. Identify your teammates and chosen brand. You will be provided with information about the company in order to elaborate the diagnostic
2. Outline a strategic assessment based on the business needs, environment, and brand analysis
3. Identify a specific problematic and brainstorm possible solutions
4. Determine chosen strategy
5. Create a Digital Marketing Strategy presentation

**Presentation:** Teams will present their chosen brand and strategic assessment based on the business needs, environment, and brand analysis.

Quality assessment is based on relevancy of the problematic and solution, creative problem solving, research and argumentation, effort, feasibility of the solution, oral and written presentation style.

The goal is to provide a pragmatic and cost effective execution model of Digital Marketing Communications campaign.

## **LEARNING OUTCOMES:**

By the end of the course students will be able to:

- Effectively describe and utilize key Internet and Mobile marketing concepts
- Evaluate the Digital Marketing context: e-business models, performance metrics, and role of strategic planning
- Analyze marketing environment and Tier 1 strategy development: situation analysis (external and internal), competitive positioning, Segmenting and Targeting, Consumer Behavior, and SWOT Analysis Develop a coherent problematic and Tier 2 strategy based on the SMART criteria.
- Understand the role of communication agencies including Advertising, PR, and Events
- Take on the challenge of creating innovative solutions based on consumer and brand values that answer a specific problematic
- Articulate the interconnectedness among marketing promotional activities needed to create successful internet marketing activities
- Utilize the terms, concepts and methods used in Advertising, PR, Integrated Marketing in terms of Digital media channels and tools
- Gain hands-on experience of Internet marketing technologies and techniques
- Develop an integrated Digital marketing communications strategy

## **TOPICAL AREAS FOR DIGITAL COMMUNICATIONS:**

- Email marketing
- Social Networks
- Viral Marketing
- Search Engine / Web Optimization
- Website Design / Development
- Mobile Marketing
- Streaming Media
- Website Analytic



**ATTENDANCE POLICY:** Attendance is mandatory for all IES Abroad Paris BIA courses, including internship placements, course-related trips and/or field studies. Failure to adhere to these rules will negatively impact your final grade. Any exams, quizzes, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of documented illness with a doctor's note. Medical documentation must be presented to the academic office within two days of your return to class. If not rescheduled, they will be graded as 0.

Exceptionally, you will be permitted one absence for illness without a doctor's note.

In excess of what is outlined above, your final grade will be lowered by one third of a letter grade for each additional absence. For example: If you receive a final grade of an A- in a course meeting once a week (3-hour course), 2 absences = B+, 3 absences = B, ... etc.

Punctuality is very important in all IES Abroad Paris BIA courses and being tardy to class is disruptive for the faculty members as well as your fellow classmates. Being more than 15 minutes late repeatedly (4 times) will count as an absence.

Students who miss more than 25% of class time will receive a failing grade (F). This is calculated as:

- 3 absences in a course meeting once a week (3-hour courses)
- 6 absences in a course meeting twice a week (1.5-hour courses)

#### **REQUIRED READINGS:**

Digital Marketing Strategy – An integrated approach to Online Marketing – Simon Kingsnorth, KoganPage, 2016  
Wainwright, Corey, "The Ultimate Cheat Sheet for Mastering Mobile Marketing",

<https://blog.hubspot.com/blog/tabid/6307/bid/28776/the-ultimate-cheat-sheet-for-mastering-mobile-marketing.aspx>

Mullin, Shanelle, "How to Find and Plug the Leaks in Your Conversion

Funnels", <https://www.shopify.com/blog/conversion-funnelleaks> Week

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Launchmetrics, State of Influencer Marketing Report

Alexander, Lucy, "What is Digital Marketing?," <https://blog.hubspot.com/marketing/what-is-digital-marketing>

DeMarco, Anthony, "Cartier, Tiffany, Bulgari Are Digital 'Geniuses,' According to Annual Report",

<https://www.forbes.com/sites/anthonydemarco/2019/02/22/cartier-tiffany-bulgari-are-digital-geniuses-according-to-annualreport/>

#### **RECOMMENDED READINGS:**

[Business War podcast](#)

[The Art of the brand podcast](#)

[Cambon podcast - Chanel](#)

[The GaryVee podcast](#)

[Loic Prigent Fashion Journalist](#)

#### **INSTRUCTOR BIOGRAPHY:**

Ramata Diallo is a fashion business teacher based in Paris and working with several schools such as Esmod and Paris School of Luxury. She is specialized in digital marketing and product development. She worked for French fashion brands as a category manager for 10 years traveling from Miami to Guangzhou to build new collections every season. At one point in her career, she started to question herself and her job, finding it meaningless to put so much energy in creating new products that would end up in sales so quickly. She decided to create a training and consulting agency specialized in fashion business. Her company Fashion Consulting Paris is dedicated to help designers and entrepreneurs to build and develop their brand. The company is focused on Fashion Tech, DNVB and sustainability. She graduated from Kedge Business School and more recently she has obtained the HEC Entrepreneurship Certificate and the IFM - Institut Français de la Mode Digital Marketing Certificate

Lesson Number	Content
Week 1:	<p>Class Title: Introduction to Digital Marketing and the changes in the communications landscape</p> <p>Introduction</p> <p>History of marketing and introduction to basic principles of digital marketing</p> <p>New business environments and new consumer behaviors (Real Time, Geolocation, Social interactions, Cultural, Legal and Technological context...) Impact on organizations and marketing (Privacy, Innovation, Collaborative Work...)</p>
Week 2:	<p>Show and Tell Class Title: Introduction to Digital Marketing Strategy</p> <p>Digital marketing Past: Web 1.0</p> <p>Power Shift from Seller to Buyers</p> <p>Digital and e-marketing landscape and the challenges to advertising and PR</p> <p>Situational Analysis: Macro and Micro</p> <p>Competitive Analysis SWOT – PESTEL – PORTER From 5Ps to 5Cs</p> <p>Marketing Segmentation</p>
Week 3	<p>Show and Tell Class Title: Workshop for understanding Marketing &amp; Business Strategy</p> <p>Customer centricity</p> <p>Target Marketing and Niches</p> <p>Brand Equity and Identity</p> <p>Orienting the Problematic for project</p> <p>Reading: Chapter 2, Simon Kingsnorth Pp.30-45 DeMarco, Anthony, "Cartier, Tiffany, Bulgari Are Digital 'Geniuses,' According to Annual Report", <a href="https://www.forbes.com/sites/anthonydemarco/2019/02/22/cartier-tiffany-bulgari-are-digitalgeniuses-according-to-annual-report/">https://www.forbes.com/sites/anthonydemarco/2019/02/22/cartier-tiffany-bulgari-are-digitalgeniuses-according-to-annual-report/</a> Assignment: Situational Analysis of a chosen Brand</p>
Week 4:	<p>Show and Tell Class Title:</p> <p>Social Media and Digital Marketing Plan for Communications: Understanding Corporate objectives and the roles of Advertising,</p> <p>E-reputation and Social Web</p> <p>Strategic Objectives</p> <p>Seven-Step Social Media Plan</p> <p>The evolution in Advertising influenced by the digital revolution</p> <p>The evolution of PR through social and digital mediums.</p>
Week 5:	<p>Show and Tell Class Title: Social Media Management and Content Strategies</p> <p>Clarifying the Social Content</p> <p>Communications Problematic</p> <p>Finding the Creative Solution: which content types to use?</p> <p>Content strategy, creation, and planning</p> <p>Measuring the value of content</p> <p>Community management Planning the right</p> <p>Content at the right time to the right People</p>
Week 6:	<p><b>Mid Term Exam</b></p> <p>Show and Tell Class Title: Social Media Management and Content Strategies</p> <p>Clarifying the Social Content</p> <p>Communications Problematic</p> <p>Finding the Creative Solution: which content types to use?</p> <p>Content strategy, creation, and planning</p> <p>Measuring the value of content</p> <p>Community management Planning the right</p> <p>Content at the right time to the right People</p>



Week 7:	<p>Class Title: Global Considerations in Digital Marketing</p> <p>Media around the world</p> <p>Considering global strategies</p> <p>International content management In-House or Outsourced solution?</p>
Week 8:	<p>Class Title: Digital Marketing Strategy, Traffic Acquisition sources and planning</p> <p>How to generate traffic to the Web site?</p> <p>Business Traffic technics Brand Traffic technics Natural Traffic technics</p> <p>*Social Traffic technics Ratio of expenditures</p>
Week 9:	<p>Show and Tell Class</p> <p>Title: Search, Affiliation, Email Marketing and CRM</p> <p>The 4 phases of e-CRM</p> <p>Customer Relationship Marketing vs Email Marketing</p> <p>Affiliation – Sponsored Links</p> <p>Search Engine Optimization</p> <p>SEA - Google Adwords</p>
Week 10:	<p>Show and Tell Class Title: Display and Video, Mobile Marketing and Advertising, IoT</p> <p>Understanding the transition from Online to Mobile to Social</p> <p>Android, IOS, Windows and responsive design SMS</p> <p>Mobile as an advertising medium</p> <p>Mobile Technologies</p>
Week 11:	<a href="#">Digital agency workshop</a>
Week 12:	<p><b>FINAL EXAM</b></p> <p><b>Individual presentation</b></p>
Week 13:	<p><b>FINAL EXAM</b></p> <p><b>Group presentation</b></p>