



INTERNATIONAL SUMMER SCHOOL 2023

SYLLABUS

Academic year 2022/2023



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Academic and language requirements

Courses are open to Undergraduate and Graduate students providing that applicants have the **pre-requisites** specified in the course's syllabus.

Courses are taught and assessed in English. For non-native speakers of English, B2 (CEFR) or equivalent (TOEFL IBT 72, IELTS 5.0, TOEIC 750) is highly recommended.

Additional information

For details about study programmes offered by EM Normandie please contact:

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FORM TO FILL IN (please respect the format – see example on following pages) thanks!

COURSE TITLE	DIGITAL & SOCIAL MEDIA MARKETING		
Catchphrase	“From Websites to Influencer Marketing, join us to explore your digital opportunities”		
Session & Campus	Session 1, LE HAVRE		
Teaching delivery	On campus, attendance mandatory		
Workload (1h = 60 min)	30 class-hours + Independent learning hours	ECTS credits	6
Professors	Mustafeed ZAMAN, PhD (mzaman@em-normandie.fr) Associate Professor of Digital Marketing EM Normandie Business School, Le Havre Campus, France		
Pre-requisite(s) for attending the course / Level of studies	To facilitate understanding, students should have basic notions of marketing. This course is designed for the 4 th year of undergraduate and master’s students.		
Learning goal(s)	<ul style="list-style-type: none"> ▪ To master digital & social media marketing strategies ▪ To apply digital & social media marketing strategies ▪ To adopt ethical business practices in the digital and social media platforms 		
Learning objective(s)	<ul style="list-style-type: none"> ▪ To understand the concept of digital and social media marketing and the changing marketing landscape ▪ To analyze and deploy digital & social media marketing strategies ▪ To understand the digital and social media marketing mix and promotion techniques ▪ To obtain familiarity with search engine marketing, social media marketing, and traffic-building tools ▪ To understand the privacy and ethical issues of digital and social media marketing 		
Learning outcome(s)	<ul style="list-style-type: none"> ▪ To develop and apply a range of principles and theoretical knowledge of digital & social media marketing in order to set up a digital & social media marketing strategy ▪ To select and deploy a range of digital & social media marketing and communication channel by taking into consideration the customer journey ▪ To use digital & social media marketing tools in order to anticipate, forecast, and measure the effectiveness of the actions 		
Course description	<p>Contents:</p> <p>Module I: Introduction to Digital & Social Media Marketing This module focuses on the digital and social media marketing environment, customer journey and customer decision-making process in the digital age, and e-commerce & digital business models. The module gives an overview of the recent developments in the field and introduces relevant practitioner perspectives.</p> <p>Module II: Designing Digital & Social Media Marketing Strategy The focus of this module is on the POEM (Paid, Owned and Earned Media) model. It gives a holistic understanding of different media in order to adopt an effective marketing strategy.</p> <p>Module III: Search Engine Marketing</p>		



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This section includes discussion on organic and paid search. Key elements of the SEO (Search Engine Optimization) and SEA (Search Engine Advertising), as well as the key SEO and SEA tools will be demonstrated in this section.

Module IV: Social Media Marketing

This module elaborates on the strategies used in the context of social media marketing, and analyses of structured and unstructured data generated on social media. The focus will be on how to effectively engage with customers across a diverse range of social media platforms. The module will also discuss various social media communication styles, organic and paid content creation, etc. which would apply for different target audiences. Other aspects include challenges involved in implementing an effective social media strategy and ways to schedule, manage and report online campaigns.

Module V: Influencer Marketing

This module focuses on the different influencers (e.g., Celebrities, Nano-influencer, Virtual influencer, Experts, etc.) as well as the KPIs for influencer marketing. This section includes challenges involved in implementing an effective influencer marketing strategy.

Module VI: Privacy Risk and Ethics in Digital Era

This module provides a brief for the privacy and ethical issues associated with digital and social media marketing. This section includes discussion on GDPR (General Data Protection Regulation) of the EU, UK's Data Protection Act – 2018, and other local regulations in order to integrate the privacy and ethical aspects in the digital and social media marketing strategy.

Module VII: Digital PR

This section includes discussion on how brands should manage their public relation on the digital and social media platforms. Different recovery strategies are also discussed in order to deal with PR disasters.

Methods:

Class time will be devoted to lectures, watching related videos and class discussions. In-class exercises, case studies and academic and professionals articles will be used in order to apply knowledge-based content into competencies. In addition, students will be asked to read the recommended chapters, articles and (or) case studies in advance in order to solve managerial problems and have enriched class discussion.

Teaching Material

Teaching materials - students will receive:

- a concise course outline (40 pages long) providing an overview of the main theoretical concepts and tools discussed in class;
- work-in-class materials (articles, case studies, best practices, and group & individual exercises);
- a bibliographical list of references, mainly to online articles that can be accessed freely, which support and enhance the learning process

Evaluation criteria

Continuous assessment: 40%

Final assessment:60%

- Please precise type and conditions of exam



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	- Please precise type and conditions of exam	
Recommended readings	<p>Consult teaching materials (will be accessible on Moodle platform during class period) as well as:</p> <ul style="list-style-type: none"> • Atherton, J. (2020). <i>Social Media Strategy: A practical guide to social media marketing and customer engagement</i>. KoganPage. • Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: a social media perspective. <i>Journal of Product and Brand Management</i>, 24(1), 28-42. • Jin, S.V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing, <i>Marketing Intelligence & Planning</i>, 37(5), 567-579. • Kotler, P., Kartajaya, H., & Setiawan, I. (2016). <i>Marketing 4.0: Moving from traditional to digital</i>. John Wiley & Sons. • Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. <i>Journal of Marketing</i>, 80(6), 69-96. • Olbrich, R., Bormann, P. M., & Hundt, M. (2019). Analyzing the Click Path Of Affiliate-Marketing Campaigns: Interacting Effects of Affiliates' Design Parameters With Merchants' Search-Engine Advertising. <i>Journal of Advertising Research</i>, 59(3), 342-356. • Purani, K., Kumar, D. S., & Sahadev, S. (2019). e-Loyalty among millennials: Personal characteristics and social influences. <i>Journal of Retailing and Consumer Services</i>, 48, 215-223. • Verhoef, P. C. (2021). Omni-channel retailing: some reflections. <i>Journal of Strategic Marketing</i>, 29(7), 608-616. • Zaman, M., Vo-Thanh, T., Hasan, R., & Mohiuddin Babu, M. (2021). Mobile channel as a strategic distribution channel in times of crisis: a self-determination theory perspective. <i>Journal of Strategic Marketing</i>, 1-16. • Zaman, M., Vo-Thanh, T., Nguyen, C. T., Hasan, R., Akter, S., Mariani, M., & Hikkerova, L. (2023). Motives for posting fake reviews: Evidence from a cross-cultural comparison. <i>Journal of Business Research</i>, 154, 113359. <p>A full list of recommended articles, reports and white papers is included in the course materials.</p>	

