

# USM30M - Digital Marketing

## Présentation

### Prérequis

Master in Management MIM M2 group: e-Business and Marketing

## Objectifs pédagogiques

This course aims to present two main points. Digital tools to communicate and target customers and how to set up a digital marketing plan

This foundation course in digital marketing explores marketing principles within the components of the Web channel. It addresses the key foundations of current methodologies and tactics including the principles of search engine marketing. Moreover, this course is a broad overview of everything digital as it relates to marketing and advertising.

## Programme

### Contenu

The following points will be covered during the course: Emailing, display, RTB, CRM, social media, search, marketing and communication plan, analytics

### Modalités de validation

- Contrôle continu
- Examen final

## Bibliographie

Titre	Auteur(s)
The following points will be covered during the course: Multi-channel, KPI, main players, digitalization analysis tools dashboard	by Simon Kingsnorth

Valide le 11-08-2022



**Code : USM30M**

Unité spécifique de type cours  
4 crédits

**Responsabilité nationale :**  
EPN15 - Stratégies / 1

### Contact national :

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