USM30M - Digital Marketing et Analytics

Mis à jour le 18-05-2026

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 and social channels. 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 and A.I. as it relates to marketing and advertising.

Programme

Contenu

The following points will be covered during the course: Emailing, display, RTB, CRM, digital content, 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

Code : USM30M

Unité spécifique de type cours

4 crédits

Responsabilité nationale :
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