

# USM30N - Social Media and Search

## Présentation

### Prérequis

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

## Objectifs pédagogiques

This course aims to understand how to use social media & search engine marketing to increase audience. Today web advertising is not only "Owned" one (firms' website, firms mobile apps, SN official page) and "Paid" media (Search Engine Advertising) but need to include "Earned" media. A digital communication campaign is now and subtle interaction between what firms can manage and what they have to try to control / react.

## Programme

### Contenu

The following points will be covered during the course: SEO, SEM, search engines, social media, content management. Advertising strategies on different digital channels in order to offer real digital coverage.

### Modalités de validation

- Contrôle continu
- Examen final

## Bibliographie

| Titre   | Auteur(s)                 |
|---|---------------------------|
| Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail (Marketing and Consumer Psychology Series) 1st Edition, Kindle Edition, by Angeline Close Scheinbaum (Editor) | Angeline Close Scheinbaum |

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**Code : USM30N**

Unité spécifique de type cours  
4 crédits

**Responsabilité nationale :**  
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