

# DIGITAL BUSINESS

**LEVEL:** MASTER 1

**PERIOD:** SEMESTER 2

**LANGUAGE:** EN

**ECTS:** 3

**TEACHER/COORDINATOR:** MARC-ANTOINE D'HULST



## 1-Main objectives

- › Understand the digital world: changes and issues
- › Gain knowledge of how E-commerce and Digital Marketing work (levers and tools)
- › Perceive the importance of data, performance indicators and analysis tools
- › Understand the evolution of the customer relationship

## 2-Skills developed

- › Analysis of a digital and business strategy (tools, contents, UX Design and datas)
- › Master stages of digital business and understand the particular features
- › Successfully manage a targeted digital campaign
- › Optimize the reference traffic flows and the online sales

## 3-General content

- › **The digital world**  
Key figures, consumers behaviour, jobs and vocabulary
- › **On-line business**  
Trading practices, operating mode, tools and developments
- › **Digital Marketing**  
Strategies, issues, Inbound & Outbound Marketing, User eXperience (UX) Design, Social Networks and SMO (Social Media Optimization), content management, SEO (Search Engine Optimization) and SEA (Search Engine Advertising)
- › **Data**  
Data acquisition chain, Key Performance Indicators and reference traffic flows optimization
- › **Consumer service**  
New expectations, consumer supports and digital content, risks and benefits

## 4- Evaluation

Online multiple choice or true/false quizzes on best practices

Workshop and oral presentation on a digital strategy for launching an E-commerce website

## 5- Program

For this program, the objective is to alternate theoretical knowledge and practical highlights