

Course guide

Practical information

Course ID

CM2293

Academic year

2023

Credits

5 EC

Instruction language

Engels

Course description

Content

The launch of social media platforms and smartphones in the mid-2000s have dramatically changed their customers. Businesses have undergone a paradigm shift in which consumers play a much more active role in the communication and branding of a product/service. Consumers are no longer passive receivers of information but rather initiators and co-creators of marketing communication and campaigns. They can strengthen brand identity through brand ambassadors spreading the word about products across global social media networks. However, they can also undermine and destroy a brand if it goes against their values. In this new volatile market environment, businesses must rethink and adapt their strategies and tactics, working closely with consumers and other stakeholders to ensure their brand and value proposition.

This digital age also affords a lot of opportunities for businesses. Consumers are now closely interacting with digital platforms, streaming services, and apps for several hours a day, and businesses have an opportunity to influence consumer behaviour and decision-making processes. They can therefore personalise their services to the needs of the consumer, who are also customising their customer experiences to their specific preferences. This has thus facilitated a very close and intimate relationship between consumer and businesses.

This course takes a multidisciplinary approach to the topic of digital marketing and is thus for students from various subjects such as marketing, branding, social media, strategy, consumer behaviour, storytelling, co-creation, and e-commerce. The course provides valuable insights which help students prepare for a career in business.

In this course, we will examine the challenges, opportunities, and trends of digital marketing with the help of guest speakers. We are looking closely into the behaviour of the digitally savvy consumers who interact with brands across various social media platforms, apps, online shops and streaming services and we are exploring how marketers are engaging with these consumers for instance through storytelling and influencer marketing.

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Learning goals

Students gain knowledge and understanding of:

- The digital marketing strategies and tactics of businesses
- Consumer behaviour in the digital age through marketing research
- Branding and co-creation in social media
- The digital servicescape and online shopping

Students have developed the skills to:

- Demonstrate an understanding of the impacts of digital marketing and social media in creating customers.
- Recognise and appreciate the role of consumers as co-marketers and co-producers in digital marketing.
- Develop skills in using and integrating new media and digital technologies in creating and implementing marketing campaigns.
- Critically assess marketing campaigns and strategies across digital platforms.

Study materials

Instructional modes

Instructional modes

- Lecture

Period

Lecturers

Contactperson for the course

- KPH Bossuyt

Assessment

Assessment type

Multiple-choice exam

Assessments (as registered in OSIDIS)

Assessments (as registered in COINS)

- Exam
Test weight 70
 - Assignment Presentation
Test weight 30
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