

Digital Marketing

Composante
Institut d'Administration des Entreprises (IAE)

En bref

- # **Organisation de l'enseignement:** Formation initiale
- # **Ouvert aux étudiants en échange:** Non

Présentation

Description

This course discusses the importance of digital CRM and e-marketing for companies that operate internationally and presents the different e-marketing tactics and features of digital CRM with an application on digital CRM software.

Heures d'enseignement

CM	CM	17h
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Programme détaillé

Part 1: Theoretical foundations:

- Chapter 1: Digital Marketing: Concepts, Strategies and Tactics
- Chapter 2: Digital content: tactics and tools used internationally
- Chapter 3: International Digital CRM

Part 2: Practical application on Odoo CRM software with a case of an international company

Compétences visées

- Understand how international e-marketing works
- Master the different tools and tactics of content e-marketing that can be used internationally
- Manage a digital CRM process internationally
- Understand the link between e-marketing and digital CRM internationally

Bibliographie

- Dave Chaffey, digital Marketing, 2019, 7ème édition, Pearson, France
- Danny Condecido, Digital CRM | Customer Relationship Management: Winning in the Age of Savvy Customers, 2019, Write Editions
- Simon Kingsnorth, Digital Marketing Strategy: An Integrated Approach to Online Marketing, 2019, 2nd édition, Pearson
- Stenger T., Bourliataux-Lajoie (2014), E-marketing et E-commerce – Concepts, outils, pratiques, Dunod, coll. « Management Sup », 2e Ed.

Infos pratiques

Lieu(x)

Poitiers-Centre Ville

En savoir plus

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