

## SYLLABUS

Field: Economic, commercial and financial sciences. Division: Financial sciences

Specialization: Marketing

Semester: First academic year:2024/2025

### Getting to know the educational

Title: digital marketing

Learning unit: methodological

Number of credits: 05. Labs: 02

Weekly hourly volume: 3

Lecture (number of hours per week): 1.5

Directing work (number of hours per week): 1.5

Practical work (number of hours per week): .....

### Responsible of the course

Name, title, rank: Berredjem Hanene, Professor of Higher Education

Determine the location of the office (entrance, office):

Email: hanan\_beredjem@yahoo.fr

Phone number: 0559488503

Lesson timing and location: Hall 24 and Hall 03 Economics

### Description of the course

gains: Marketing Basics 1 and 2

The general objective of the educational material: in-depth knowledge of the basic concepts of digital marketing, its principles, and important marketing terminology related to digital marketing that the organization must acquire.

Learning objectives (skills to be achieved): (3 to 6 objectives, focusing only on the objectives being assessed)

After studying this course, the student should get to know precisely the advantages of digital marketing, as well as the various sub-activities practiced in this field. Emphasizing the necessity of distinguishing between and understanding marketing terminology related to digital marketing.

### Content of the educational material

IT income (concept, ICT infrastructure)

Introduction to digital marketing (concept, characteristics, digital marketing and multi-channel marketing)

Digital marketing strategy

Online marketing information and research system

Digital consumer behaviour

The impact of digital and technological media on the marketing mix (product, price, distribution, promotion, people, processes, physical evidence)

The impact of digital and technological media on the marketing mix (the rest of the elements of the electronic marketing mix)

Marketing communications using digital media channels (SEO, affiliate marketing, interactive advertising, E-Mailing, social media marketing, viral marketing)

Evaluate and improve digital channel performance

It can be added on another page, if needed

Rating in percentage	Evaluation methods
40%	exam
	Partial exam
60%	Td
	Tp
50% 10 points	Individual project
	Common works
	Field trips
05 points 25 %	Attendance (attendance/absence)
Behavior 2 points 10 % Participate in the section 03 points 15%	Other items (to be specified)
<b>100%</b>	<b>total</b>

### references

Recommended basic reference:

Publishing House and year of edition	author	Title of reference
2 <sup>nd</sup> edition kogan	Simon Kingsnorth	Digital Marketing Strategy: An Integrated Approach to Online Marketing

Additional support references (if available)

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Publishing House and year of edition	author	Title of the first reference
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Publishing House and year of edition	<b>author</b>	<b>Title of the second reference</b>

Expected timeline

<b>date</b>	<b>content</b>	<b>week</b>
08/10	IT income (concept, ICT infrastructure) Introduction to digital marketing (concept, characteristics of digital marketing )	<b>First week</b>
15/10	The concept of multi-channel marketing	<b>Second week</b>
22/10	Digital marketing strategy	<b>Third week</b>
29/10	Online marketing information and research system	<b>Fourth week</b>
05/11	Digital consumer behaviour	<b>Week n°05</b>
12/11	The impact of digital and technological media on the marketing mix (product, price, distribution, promotion, people, processes, physical evidence)	<b>Week n°06</b>
19/11	The impact of digital and technological media on the marketing mix (the rest of the elements of the electronic marketing mix)	<b>Week n°07</b>
26/11	Marketing communications using digital media channels interactive advertising	<b>Week n°08</b>
	SEO	<b>Week n °9</b>
03/12	social media marketing,	<b>Week n°10</b>



10/12	affiliate marketing,	<b>Week n°11</b>
17/12	E-Mailing,	<b>Week n°12</b>
07/01	viral marketing	<b>Week n°13</b>
14/01	Evaluate and improve digital channel performance	<b>Week n°14</b>
	<b>Semester exam</b>	-
	<b>exam</b>	
		-

Handwritten signatures and notes in blue ink, including a prominent signature in the center and several smaller ones below it.

عبد	العدد
محمد	محمود
فنا	بقيعة
دا	سارة
عصايب	علاء
بديع	مروان
عمراد	زوسال
فهد	سوحان
مهدية	عبدال
التبني	معبدة
رشدي	وحى
زوية	ديازاد
عوراصدي	شويبة
تلح	مدين
جرب	شون
دمر	شويبة
مسلم	عادل
أفيس	نعمان
نعم	أحمد