

# DIGITAL MARKETING SUMMER PROGRAM



**Length:** 2 weeks

**Dates:**  
July 5<sup>th</sup> to the 16<sup>th</sup> 2021



**Prerequisites:**

The program is open to students coming from ALL DISCIPLINES with a strong interest in Digital Marketing.



**6 ECTS**

### ■ LEARNING OBJECTIVES

The internet has completely changed marketing practices and has led to new forms of communication and commercialization.

Students will gain knowledge of basic skills required for digital marketing through social media and brand management. They will study all the key areas associated with digital marketing, including marketing, communication and strategy, positioning, as well as the current strategies behind managing a brand in today's digital and social media world.

### ■ PROGRAM

#### Module 1: Brand Management (3 ECTS)

At the end of this module, students should be able to:

- > understand "brand" as a concept and strategy that touches both individual and corporate identity,
- > grasp the role of brand managers,
- > learn the current strategies behind managing a brand in today's digital and social media world,
- > as a member of a team, apply a management model to a real brand that evolves from brand awareness to brand insistence (exceptional consumer loyalty) using the framework of the four C's: Context, Customers, Competition, and Capability.

#### Module 2: Digital Marketing Strategy (3 ECTS)

At the end of this module, students should be able to:

- > enumerate the steps involved in developing an informed digital marketing strategy,
- > understand the diversity that exists among digital platforms and their relative "fit" in creating value for the brand,
- > describe customer personas; identify micro-moments that help target customers to achieve their objectives; employ a content matrix to develop sufficient content to meet customer needs across important micro-moments, and evaluate the potential for disruptive product/service design based on reshaping the customer journey,
- > leverage customer stories to shape brand attitudes,
- > develop a deeper understanding of earned, versus paid, social media strategies,
- > create actionable insights from marketing data.