

Academic Year: (2019 / 2020)

Review date: 05-05-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Electives ECTS Credits : 6.0

Year : Semester :

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to digital marketing communication.
2. Instruments and ecosystem of Integrated Marketing Communication
3. Digital Creativity
4. How Communication and Advertising Works
5. Media Planning
6. Branded Content
7. Management and monitoring of digital communication
8. Storytelling

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40

BASIC BIBLIOGRAPHY

- Tracy L. Tuten - Michael R. Solomon Social Media Marketing 3rd ed., Sage, 2018