

Digital transformation

Composante
Institut d'Administration des Entreprises (IAE)

Présentation

Description

This course is an introduction to Digital Transformation (DT) and Digital Marketing (DM). Students will be introduced to foundational concepts underlying the DT and DM principles, strategies, and tactics, as well as the relation between the two main topics of the course. We will review some basic notions related to digital technologies, such as elementary concepts of Social Network Analysis, mobility, data, hypertext and virality. We will then study Digital Transformation: why and how to engage in such a process, trends and practices, factors of success and failure. Building on this knowledge, we then focus, in the last course, on Digital Marketing and its different forms, as well as on its operational aspects, covering marketing strategies and tactics, content structuring and creation, consumer centric approaches, and satisfaction measurement.

Heures d'enseignement

CM	CM	9h
TD	TD	6h

Pré-requis obligatoires

Bachelor Level in Management (L3 Gestion) and Information Systems and Communication (L3 SIC)

Programme détaillé

Session 1 # General Knowledge: Introduction and Foundational Concepts

- Internet and Web Technologies
- Digital Hospitality: Staying Human in Technology-mediated Environments
- Basic Principles of Digital Environments & their Implications on (Transformational) Management Strategies
- A brief Introduction to Data

- Foundations of Social Network Analysis and its Significance for both Digital Transformation and Digital Marketing Strategies and Processes

Session 2 # Digital Transformation

- Introduction: history matters!
- Phases and iteration: analysis & exploration for future directions
- Organizational cultures
- The Technical Core of DT: MIS and Portability, Digitization, Automation
- The limits and opportunities of best practices
- Project Management & Deliverables

Session 3 # Digital Marketing

- A brief Introduction to Service Dominant Logic
- Technology and Digital Marketing
- Phases, Actions, and Hesitations: Human Consumers in a Technological Setting # Relevant Concepts and Consumer Culture Theories during the Customer Journey
- Customer Loyalty, Recommendations, and Different Online Review Models
- Segmentation, Targeting, and Positioning & Customer Journey
- Some other Marketing Models: Influencer Marketing, Inbound Marketing

Compétences visées

After this course, students should be capable of...

- Understanding and reformulating the essentials of Digital Transformation and Digital Marketing and the relation between them;
- Recognizing the different concepts covered in class through case studies or in real life situations;
- Doing research to deepen their understanding of the subject, aiming to strengthen their capacity to propose creative and proactive alternatives.

Bibliographie

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Troise, Ciro, Cyrine Ben-Hafaïedh, Mario Tani, et Sergey A. Yablonsky. « Guest editorial: New technologies and entrepreneurship: exploring entrepreneurial behavior in the digital transformation era ». *International Journal of Entrepreneurial Behavior & Research* 28, no 5 (1 janvier 2022): 1129 37. <https://doi.org/10.1108/IJEBR-08-2022-999>.

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